

### Your Challenge - Risk Planning

Comprehensive risk scenario planning is overwhelming, if not impossible.

How can you organize potential risks and reputation challenges in a clear and functional way?

### Our Solution - SPE Risk Framework

Create a comprehensive SPE Risk Framework that will defend your organization against real and hidden threats. A streamlined system that organizes risk into 3 distinct categories -- Strategic, Preventable and External (SPE) -- provides you with insights and a framework your whole organization can understand and execute upon.

### What is the SPE Risk Framework?

We believe company leaders don't plan for reputational threats the way they do for other business risks – but they should. Kith created a more logical typology adapted from a model used in the financial services industry to best manage and plan for reputational risks. With this model and Kith's guidance, your organization is better prepared to meet and manage risk. Giving leaders a clear view into the specific risk they confront, how to mitigate and create alignment across operations and communications.

### How we do it:

- Analyze your known risks via traditional, online and social media.
- Interview key operations and communications leaders to ID gaps
- Investigate industry peers and competitors to identify issues/risks that have impacted their reputation.
- Organize risks into an straightforward framework specific to your organization based on our findings and analyses.
- Workshop findings to refine and determine responsibilities for issues response and mitigation.

### What you get in return:

1. Comprehensive analysis of risk
2. Customized SPE Risk Framework matching your organization's unique challenges.
3. Strategic recommendations for response messaging and accountability for all high impact risks.
4. Actionable next steps and Gap Analysis

### Client Success Stories

**Cargill** Kith partnered with Cargill Meat solutions to create a content platform for addressing key issues impacting their customers and the consumers. The platform initially anchored by quarterly webinars received very favorable responses from customers and generated earned media from the Wall Street Journal and leading trade publications.

### Thought Leadership

- [A New Framework for Crisis Planning](#)
- [Crisis Planning: How to Manage Preventable Reputational Risks](#)
- [Crisis Planning: How to Manage Strategic Reputational Risks](#)

