

CRISIS SIMULATIONS

The crucible of crisis does not develop your leadership; it reveals it.

*When your crisis skillsets are revealed, are you confident you'll like what you see?
Do you understand the gaps in your crisis response plans and know the possible remedies?*

Overview

Kith's crisis simulations, Crisis Squared (Crisis²) and Crisis Cubed (Crisis³), are fast-paced, interactive crisis readiness experiences that are fully customized to your organization's unique needs. These hands-on exercises enable your teams to practice the language, tools and roles to communicate with your communities, customers and critics in a crisis. Most critically, the exercises reveal the degree of your team's readiness and lay a foundation on which to develop comprehensive crisis plans.

Details

Kith's crisis simulations are designed to:

- Evaluate current internal processes and identify gaps in need of improvement
- Assess your team's ability to respond effectively to a crisis and carry out their defined roles in a realistic crisis scenario
- Empower refreshed thinking when creating crisis communications plans that specifically meets your organization's needs

Two Exercise Formats

- Crisis³: an intense, time-driven session that demands rapid cooperation and organization from participants. This fast-paced, high-pressure exercise includes media injects like broadcast clips and live role-players calling in as reporters or other third parties.
- Crisis²: a guided tabletop exercise that walks participants through a crisis and the subsequent response. With Crisis², your team is led step-by-step by a crisis communications expert who will provide real-time feedback and guided discussions.

Who Trusts Us

We've led major corporations including Cargill, American Express, Target and Home Depot as well as multinational energy firms and hospital systems testing their critical response systems, improving operational coordination, identifying process gaps, and shortening response times.



Digital Intensity and Customized Reality

Kith uses innovative software to create highly realistic social media conversations and traditional media coverage surrounding a custom exercise. We work with you to ensure the volume, sources and types of media coverage and social chatter are relevant to the ecosystem in which you operate. The simulation works with groups of 2 to 35, and can take place onsite or remotely across multiple locations.

Simulation Development and Deployment

Prior to the simulation Kith will:

- Partner with you to align on exercise objectives, goals and desired outcomes
- Create a credible scenario, ensuring it reflects the tone and cultural norms of your industry and unpredictability of social media
- Develop custom exercise materials including online news stories, social media posts and broadcast media packages

During the simulation, Kith will:

- Facilitate the exercise -- set the stage prior to exercise onset, perform a mid-session check-in, and oversee your team's reaction to the exercise's twists and turns
- Provide technical support for the digital platform utilized during the briefing
- Perform and collect observations about your team's performance to be used in a post-crisis summary and feedback report

Following the simulation, Kith will:

- Conduct a post-exercise debrief to highlight best practices, gaps and missteps, as well as evaluate tone and content of responses and strategy
- Lay the foundation for a customized action plan for use in real crises
- Gather feedback about the experience from participants

Security Features

Kith hosts the simulation platform on an isolated server behind password controls with commercial-grade security (all traffic between exercise participants and the platform is over an SSL connection). It is accessible from virtually any machine with web access from behind a corporate firewall over a normal Internet connection without extra browser configuration or plugins.

Timelines and Investment

Our annual training schedule fills up quickly. As such, Kith recommends allowing 6-8 weeks to prepare a crisis simulation in collaboration with your team and secure a place on our calendar. Exercise investment ranges from \$30,000 and above for Crisis³ and \$25,000 and above for Crisis².

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CASE STUDY: AMERICAN EXPRESS

The Client

American Express is multinational financial services corporation with a strong brand and a respected reputation. As a multibillion dollar company with consumer and business clientele, American Express has a large and diverse range of communities, customers and critics that demand their expectations be met.

The Critical Moment

American Express had a reputation to protect. Data breaches, active shooters, employee issues, product recalls, and other crises had kneecapped companies of similar size-- was American Express prepared to handle such a crisis?

The Solution

For the past three years, Kith has designed and executed an annual crisis readiness exercise for American Express known as Crisis³. Crisis³ is an intense, time-driven session that demands rapid cooperation and organization from members of the communications team and other disciplines including legal, internal communications and HR. Each year featured a different customized scenario, complete with highly realistic social media posts, broadcast media clips and even calls from role-player journalists. Kith has challenged the American Express team with scenarios including data breaches, employee issues, partner disputes and social media confusion.

Prior to each Crisis³ simulation, Kith partnered with American Express leadership to design a credible scenario applicable to the company's unique challenges and align on exercise objectives, goals and desired outcomes. Kith also created media packages (news articles, broadcast media segments, social media posts) to utilize during the exercise, lending the scenario an even more realistic feel. Each exercise was led by crisis communications expert Bill Coletti, who in addition to facilitating the exercise collected observations about the teams' performance.

The Results

The Crisis³ simulations created and facilitated by Kith have been so successful that Kith is now a staple of American Express's training program for its communications team and continues to be invited back year after year. American Express leadership has reported an increased awareness about their current plans' strengths and gaps, shortened response times and more confidence about their teams' level of preparation. Post- exercise feedback from participants indicates that participants feel better prepared for when a crisis strikes, as they have a better understanding of their unique roles and responsibilities.

