

ISSUES MANAGEMENT

Corporate governance requires organizations have strategic processes in place to manage both risks and issues.

With such mechanisms they are well equipped to transition to Crisis Leadership, as invariably the same stakeholders will be involved.

Senior management within an organization must:

- anticipate issues and establish priorities
- analyze issues and recommend organizational positions
- identify groups and opinion leaders who can advance these positions
- identify desired employee behaviours
- gain control by using task forces, champions, relationship managers and checklists
- implement and monitor the desired employee behaviour using lines of persuasion, themes and symbols
- select the intensity and timing of media, and search for indicators of success

Methodology

It is our experience in profiling issues that the information is almost always resident within the management structure and it just needs a workshop to draw on this knowledge and to scan the political, economic, social and technological business environment.

In these workshops we seek to:

- Identify stakeholders and the points at which control maybe handed over
- Devise strategies for Business Continuity, financial and legal liability and reputation.
- Identify Indicators & Warnings that may indicate danger and opportunity

Anticipation rather than response

From Crisis Management to early warning Issues Management