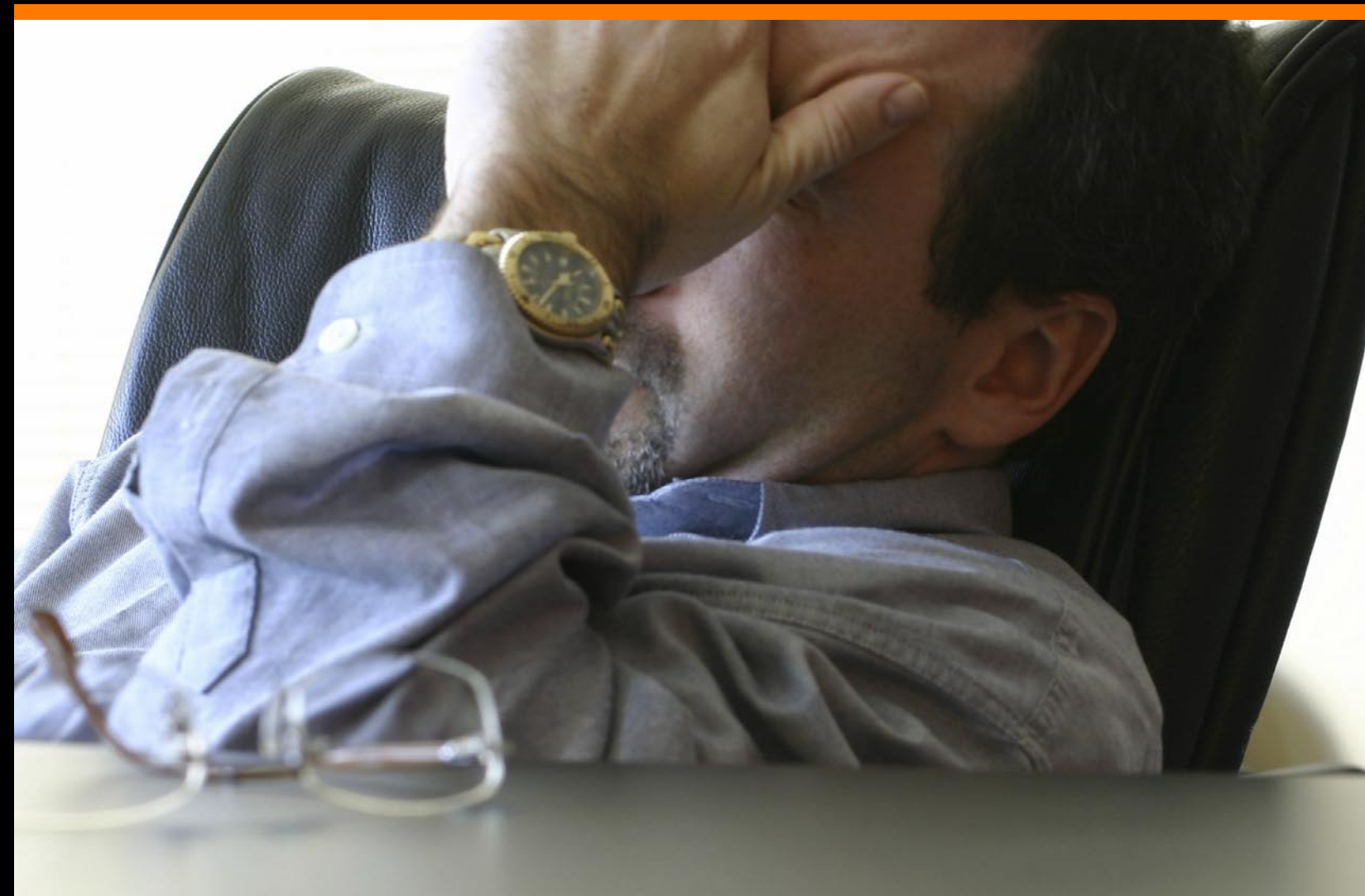


Making  
**success**  
look  
easy.



**Quantum ADEPT!**  
Crisis Communications Plan



[quantumidentitygroup.com](http://quantumidentitygroup.com)

# “Experts say an organization has only 1-2 hours after a crisis occurs to control it”

## OVERVIEW

How would your company respond to allegations of sexual harassment? Discrimination? Embezzlement? If you have not thought through what your first actions would be—and how you would phrase your initial response—you could easily have a full-blown crisis on your hands in a matter of minutes.

Today, the proliferation of media channels has created an insatiable hunger for news. (And bad news will not go away if you refuse to comment on it.) Companies who have taken the time to prepare

for a crisis either will be able to prevent it or will be ready to say and do the right things to shorten its life cycle. Companies who have not prepared themselves will have to pay dearly for this oversight.

Experts say an organization has only 1-2 hours after a crisis occurs to control it. Having a preestablished plan in place is critical to success.

### We have just the solution.

**Quantum ADEPT!™**, a crisis communications plan development service, is ideal for business professionals who need a preestablished communications plan in

the event of a disaster.

## SOLUTION

**Quantum ADEPT!™** is a crisis communications plan development service designed to help your company respond to emergencies with speed, professionalism and the outward appearance of calm. Using the latest methods in issues management and our unique five-stage Quantum Delivery Approach, we offer companies a client-specific approach to crisis communications.

These days, all it takes is an allegation or lawsuit to damage your company's good reputation. Smart companies take a proactive ap-

proach. They take time to consider all the events that could develop into a crisis: Misrepresentation, defective goods, management improprieties, even work-place homicide.

At Quantum Identity Group, our comprehensive planning approach addresses these and other critical issues by conducting a thorough assessment of your company's vulnerabilities, highlighting the areas of predictable risk and setting out a methodical and practical approach to plan contingencies.

And unlike traditional consulting methods, we won't subject you to an endless litany of case studies

or complex proprietary formulas on "how we tackle crisis management". Instead, our approach to developing a crisis plan relies heavily on the active involvement of our clients; including participation in high-level strategy discourse, Q&A sessions, and role-playing exercises.

In addition, we ensure that at every stage your plan accurately represents the ideas discussed and agreed on. The result: A comprehensive crisis communications plan. The entire process is highly interactive.

A crisis communications plan is one of a company's most impor-

tant planning documents. No company can expect to weather emergencies, survive disasters, or endure negative publicity without a well-organized and expertly written crisis communications plan.

Savvy entrepreneurs everywhere are turning to Quantum Identity Group for a proven way to protect business ventures.

To learn more about **Quantum ADEPT!™**, call us toll-free at 1-800-823-6243, Monday through Friday, 8 AM to 5 PM (CST), or visit us online at [www.quantumidentitygroup.com](http://www.quantumidentitygroup.com) (All information disclosed will remain in the strictest confidence.)

## MARKETS

**Quantum ADEPT!™** is specifically designed for business professionals who:

- Want to be prepared for unforeseen emergencies
- Need expert advice on developing a crisis communications plan

## HIGHLIGHTS

- Have a preestablished communications plan in place in the event of a media relations disaster
- Improve your overall company image by appearing calm and professional during an emergency
- Positively affect your customers' opinion of your business before, during and after a crisis
- Minimal cost commitment relative to strategic value
- Rapid return on investment
- Satisfaction guaranteed

## BENEFITS

- Mitigate crisis events by uncovering company vulnerabilities early
- Address crisis proactively through preestablished protocols
- Reduce negative publicity by responding to the media quickly and effectively

## FEATURES

- Delivered electronically as Microsoft® Word or Adobe® PDF file
- Email and phone consultations available during project development phase
- Entire project completed in twenty-five business days or less
- Final draft delivered "disaster recovery compliant" on CD-ROM

## DELIVERABLES

- Crisis communications plan with all required sections, including key contact listings, spokesperson training advice, realistic-role playing advice, crisis management team development advice, and the correct tactical responses for avoiding and dealing with client-specific crises events
- Observations that highlight media vulnerabilities
- Recommendations for remedial actions

## PRICING

Quantum Identity Group prices each plan according to its unique level of complexity. The cost of the **Quantum ADEPT!™ Crisis Communications Plan** starts at \$2,499. Price factors include:

- Intended audience
- Concept complexity
- Depth of market research
- Size of operations