

Confront crisis with confidence

Prepare. Respond. Emerge stronger with PwC's Global Crisis center.

73%
CEOs expect to experience at least one crisis in the next three years.

2/3
Feel most vulnerable about their ability to gather information quickly and accurately in a crisis.

55%
Worry about communicating with external stakeholders.

55%
Worry about communicating with their workforce.

38% Feel there is a lack of clarity when it comes to management responsibilities and who is in charge.

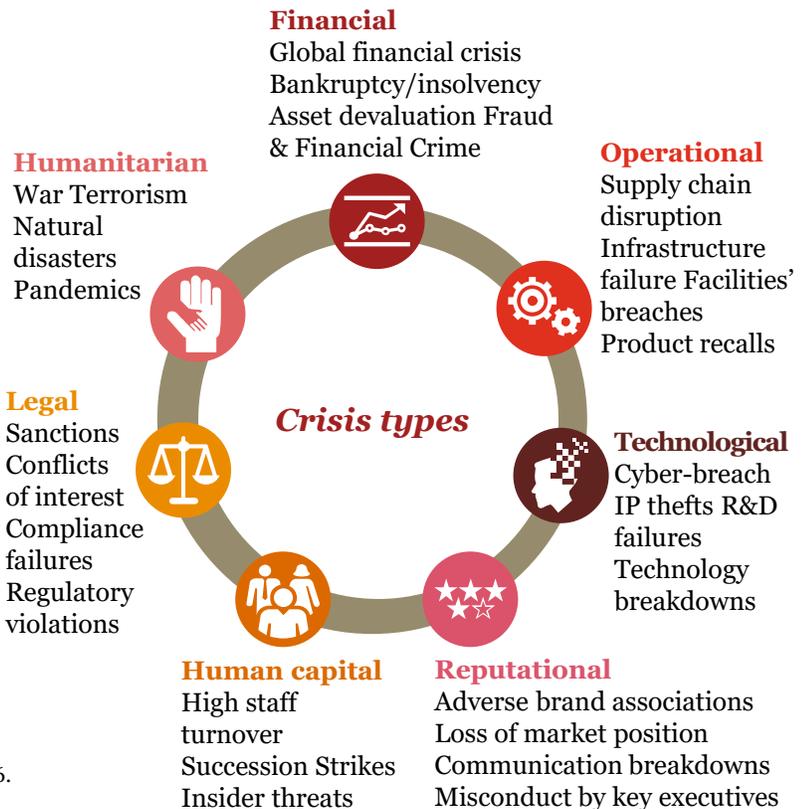
4 in 10
Say their ability to manage a crisis well has contributed to revenue growth.

Natural disasters. Cyber attacks. Infectious diseases. Market collapses. Product recalls. Regulatory violations. Strikes and industrial action. Brand and reputational attacks.

Crises can happen at any time, anywhere. A trigger or stress event can have a critical impact on a business, a community or a country.

Organizations today face more frequent crises – and the impacts of those crises are becoming more significant. How an organization prepares for, responds to and recovers from crisis is critical.

PwC's Global Crisis center is an international center of excellence made up of crisis specialists. We convene the best industry and technical expertise from across PwC's worldwide network to help you confront crisis with confidence.



All statistics from PwC's CEO Pulse Survey on Crisis. PwC, 2016.



PwC can help you survive and thrive, not take the hit

We will stand by you to provide coordinated, end to end global services to avoid, mitigate or manage crisis.

Prepare before a crisis happens.



- Crisis strategy and organization
- Strategic risk and threat analysis
- Crisis planning and integration
- Learning and development, culture and change management
- Exercising and simulation
- Crisis monitoring, analytics and technology
- Threat preparedness
- Lessons learned integration

Respond rapidly and effectively from day one.



- Response strategy and governance
- Recovery strategy and planning
- Stakeholder management
- Intelligence threat monitoring
- Operations and finance
- Regulatory and legal
- Technical analysis and support
- On-call crisis retainer

Emerge stronger. Get back to business and embrace the new normal.



- Recovery strategy implementation
- Operational restructuring
- Financial assessment and restructuring
- People management
- Project management and control
- Regulatory and compliance guidance
- Lessons learned and integration

Why PwC? A trusted partner when you need it most

The PwC brand is built on trust. We're proud of our reputation for objectivity, independence, integrity and quality. That, together with our specialists and professionals recruited directly from industries, is why organizations around the world turn to us every day for guidance. When you turn to us for crisis expertise, you can trust that the same foundations will underpin our work together.

Doing more, every step of the way. To confront and overcome crisis, you need expertise at every step. We convene strategists and data analysts; specialists in cyber security or financial crime; legal advisors and technical consultants; communications teams and project managers, industry specialists – and more.

Always ready. Global crisis expertise is powerful, but only if it can be turned into quick action.

With you in the midst of the crisis. Crisis can happen anywhere, or everywhere. PwC's Global Crisis center has access to more than 200,000 people in 157 countries. That means we'll have the right people to call on from diverse cultures, languages and countries to help you. So while you won't always know what will happen, or how things will play out, you will know you've got the right team by your side.

Proprietary technology. Using our proprietary crisis simulation technology, tailored to the nuances of our business, we can stress-test your organization to assess how well prepared you are for different crisis situations. We can take you and your team through a crisis simulation – make you feel uncomfortable and out of control; what it really feels like in a crisis. Then, based on the outcome, we can work with your leadership team to build a robust crisis response strategy for your organization.

160 years of crisis support. PwC has stood proudly alongside its clients for more than one-and-a-half centuries, supporting them through crises big and small. And we've had to adapt ourselves to survive. So today, we can roll up our sleeves, draw on our years of experience and institutional knowledge to help you thrive.

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