



Crisis Communications and Strategy

Overview

Every business, no matter the industry or location, can suddenly find itself confronted by grave threats to its operations, reputation, or very existence. Governmental investigations, cyberattacks, employment litigation, union organizing, picketing and strikes, allegations of executive misconduct, and workplace accidents are among the ever-present dangers businesses must guard against. With so much at stake, you need seasoned crisis management professionals who will take the utmost care at every stage of an incident to limit your risks and minimize potential damage.

The Fisher Phillips Crisis Communications & Strategy Team has extensive experience helping organizations plan for, respond to, and move past crises. We're prepared to help you anticipate trouble, appropriately address concerns and contingencies, conduct internal investigations, minimize disruption, and maintain trust in your organization.

Because we often devise our clients' legal strategies, as well, we're ideally situated to help shape the narrative inside and outside your organization and, in most cases, preserve attorney-client privileges while facts are gathered and before information becomes public.

Our team will help:

- Conduct **risk assessments** to identify potential issues before they become problems and implement **protocols** to follow should an incident arise.
- Devise **crisis communication plans** to manage specific situations as needed, including ongoing or pending litigation, with the flexibility to adapt as events require.
- **Manage incident response**, including defining internal and external messaging strategies.

- Conduct **media relations and best practices programs** specifically tailored to your business and equipping you to quickly respond to potential crises.
- **Collaborate** with internal communications teams and external media/PR agencies.

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