



Reputation and Crisis Management

Overview

Every organization, regardless of industry or geography, can suddenly face serious threats to its operations, brand, or long-term reputation. Regulatory investigations, cyberattacks, employment disputes, labor organizing, executive misconduct, and workplace incidents are just some of the challenges that can quickly escalate into public crises. In today's environment—where news spreads fast and reputations can turn on a single incident—it's essential to have experienced reputation and crisis management professionals by your side.

The Fisher Phillips Reputation & Crisis Management Team brings a broad range of experience helping organizations proactively plan for, effectively respond to, and recover from high-stakes incidents. We work to protect both your legal interests and public image—ensuring that trust in your organization remains intact during and after difficult moments.

Because we often guide our clients' legal strategies, we are uniquely positioned to help shape internal and external narratives in a way that aligns with both legal and reputational goals. In many cases, we can also help preserve attorney-client privilege while facts are gathered and messaging is refined.

Our team helps you:

- Conduct comprehensive **risk and reputation assessments** to identify vulnerabilities and create tailored response **protocols**.
- Develop integrated **crisis communication and reputation management plans** for a range of scenarios, including litigation, media scrutiny, and stakeholder backlash.

- **Manage real-time incident response** with a focus on message discipline, transparency, and preserving public trust.
- Coordinate **media relations, messaging strategy, and public statements**—ensuring your voice is clear and credible.
- Monitor ongoing **social and other media outlets** to prevent damage to your organization’s reputation and business operations.
- **Support and align** internal communications teams, executives, and external PR firms to ensure consistency and control across all channels.

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