



## Day 1: Launching Phase One

We are pleased to announce that Phase I of our Global Crisis Management Program will launch next week. In preparation for this launch, we have recently introduced the program to our Operations and Sales leaders and this week we will be sharing daily emails to provide more information to our Associates.

Oakwood Associates have a tremendous amount of experience in handling crisis events. It is imperative that we accumulate all of this knowledge from across the organization to expand upon, streamline, and formalize our ongoing crisis management procedures into a cohesive program. We are doing this with the help of a leading global security firm, Control Risks. They have been working with a cross-functional team of Oakwood Associates and leaders from all regions of the globe to guide us in developing a comprehensive program philosophy and structure.



### WHAT IS CRISIS MANAGEMENT?

Crisis management is the process by which an organization deals with a major event that threatens to harm the organization, its stakeholders, or the general public by mobilizing and dealing with threats before, during, and after they have occurred – while minimizing disruption to daily business activities.

**Tomorrow's Topic: Why Do We Need A More Formalized Program?**