

Issues Management

Communications & Media

Handling the slow-burning problem before it becomes the fast one.

Ahead of the crisis, not during it.

Scan

1

Monitor complaints, regulators, campaigners and sector coverage routinely.

Assess

2

Score each issue for likelihood, potential harm and how fast it could move.

Assign

3

One named owner per live issue, with authority to act, not just to speak.

Act

4

Change the practice where the criticism is right. That is the cheapest option.

Prepare

5

Draft positions and hold statements for issues you cannot resolve yet.

Most crises were issues that someone logged and nobody owned. The gap between knowing and acting is where reputations go.