

Crisis Maturity Assessment

Organisations with an adequate level of crisis maturity are better equipped to manage a crisis, and are able to make targeted investment decisions, with the ability to communicate this effectively to colleagues, partners and key stakeholders.

Organisations which are well prepared for crisis management not only resolve a crisis faster, but come out of it stronger. Aon's Crisis Maturity Assessment examines the crisis profile of an organisation in order to determine its level of maturity and provide recommendations to strengthen capabilities. It also advises which measures are proportionate to the organisation and its crisis profile. Our Crisis Maturity Assessment is based on international standards, such as the British Standard on Crisis Management 11200:2014.

Crisis profile

The starting point of the assessment process is an examination of the organisation's crisis profile. These are the characteristics which will determine how vulnerable the organisation is to the development of - and performance during - a crisis. This analysis will begin by looking at the organisation's core activities. For example, a company that produces food items, works with dangerous materials, or has a duty of care for many people/customers is, in general, more vulnerable than a company which operates from an office environment.

Other factors taken into account is the organisation's incident history, the number of countries it operates in, the reputation of the sector, the dependency of stakeholders and the capacity (legal, communications, others) that is available. The crisis profile also provides input for a well-informed dialogue about the organisation's ambitions.

Crisis ambition

After the assessment, we help to identify the ambitions of the organisation.

Typical questions include:

1. What is the organisation's own assessment of its crisis profile?
2. Are there specific legal obligations or regulatory frameworks that the organisation must adhere to?
3. What does the organisation intend to manage internally, or outsource externally, and what do they consider to be residual risk?

Maturity assessment

In a complex and crisis-prone society, it is important to determine whether organisations have adopted the appropriate level of preparation. There is a comprehensive set of indicators available to determine this, including:

1. What are the mandates to follow during a crisis?
2. What structures, planning and tooling are available for an adequate response?
3. Is a suitable training programme in place?
4. How effective is leadership and decision making in the organisation?
5. Is the business integrated into a chain of emergency (with authorities and other organisations)?

Example topics in the Aon Crisis Maturity Assessment

- Governance and infrastructure
- Assessment of potential crises
- Crisis decision making process
- Information management
- Crisis communications
- Expertise and skills of key staff
- Training and exercises
- Working relationship with supply chain partners

To learn how Aon can help empower your organisation, contact:

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Crisis Maturity Assessment

Even if an organisation is less vulnerable to a crisis, and has a low crisis profile, it may still be exposed to a crisis situation outside of its control. The cause may be driven externally, but also from inside the organisation. Whether an organisation bears the responsibility for the cause of a crisis, it will always be responsible for resolving it. For this reason, we use our Crisis Maturity Assessment to help strengthen an organisation's capabilities and leadership in the event of a crisis.

Our solution



Our approach

To accurately measure an organisation's crisis maturity we take the following steps:

1. Establish project approach
2. Crisis profile and document study
3. Crisis ambition discovery meeting (Senior staff/C-level)
4. Interviews with key business functions
5. Assessment of outcomes
6. Final presentation of Crisis Maturity Assessment report (Senior staff/C-level)

Client benefits

Aon's Crisis Maturity Assessment benefits clients by:

- Establishing their crisis maturity level
- Determining their crisis ambition
- Providing recommendations to strengthen leadership & capabilities