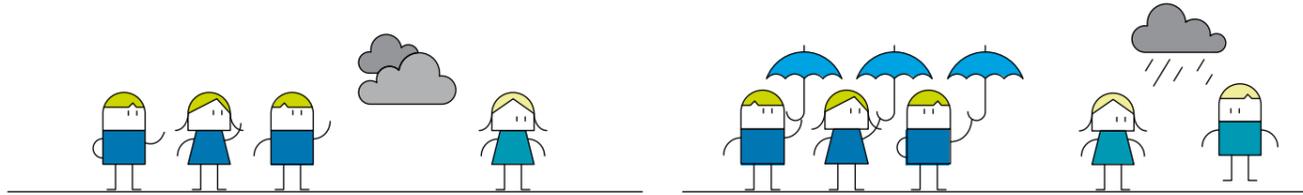


We asked more than **250 senior executives** involved in their organisation's crisis management how they approach and manage crises.

Three quarters

(74%) agree there are warning signs for most crises...

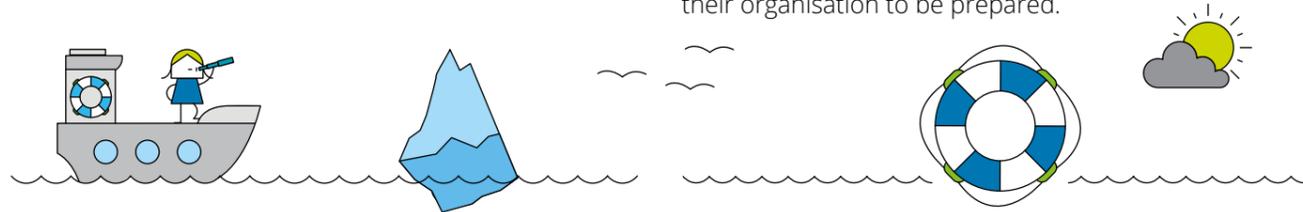
...yet only **62%** say they act on them.



Nearly all

(93%) believe organisations can prepare for a crisis...

...yet **just over half** (56%) consider their organisation to be prepared.



And crises happen – **nearly four-fifths** (79%) – said they faced a crisis event in the last year.



This suggests that organisations are missing a trick. They know they could be more resilient to crises, but aren't taking the measures to do so.

Why might this be?



Unrealistic optimism



Aversion to change

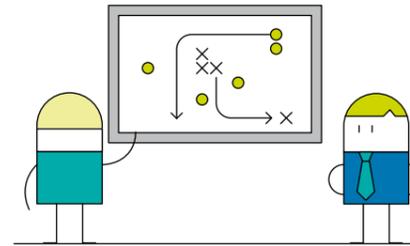


Focus on cost rather than value

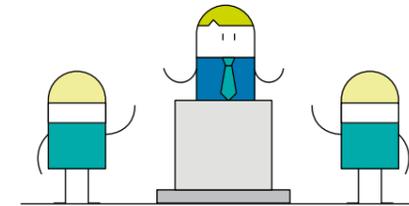


Cross-functional silos

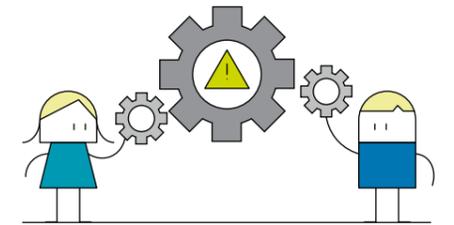
Make your organisation crisis resilient



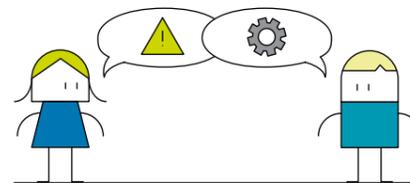
Approach resilience **holistically**



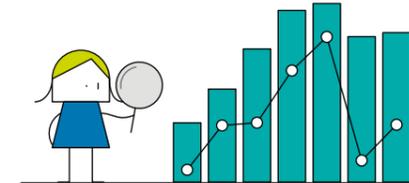
View crisis management as a **strategic capability**



Listen and act better on risk intelligence



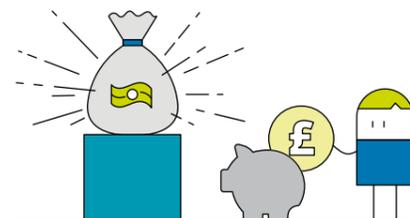
Challenge senior leadership on non-familiar and uncomfortable risks



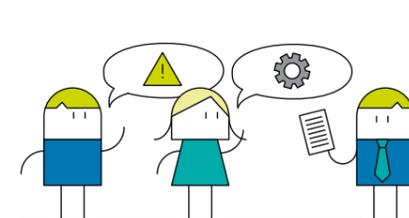
Ensure appropriate focus is given to **mitigating controllable risks**



Understand the long and short term **consequences of big strategic decisions**, major changes and possible crisis scenarios



Consider the **financing risks** of certain crisis scenarios



Learn lessons from the past

Read the full report: [Deloitte.co.uk/crisis-resilient](https://www.deloitte.co.uk/crisis-resilient)