

Are you ready?

Major crises can hit suddenly, or smolder before catching fire.

For most, it's not a matter of if, but when.

How can you know if the plans, training and preparations you have invested in will work to protect your organization's reputation, brand and future?

Introducing the Agincourt Gap Analysis Tool for crisis communication plans.

The Agincourt Gap Analysis Tool is the first to provide the assurance you need. A team of top crisis communication experts will assess your plan based on years of experience dealing with some of the largest events ever. Evaluation includes your preparation for the social media onslaught and online risks of a hyper-connected world. After a thorough review involving at least two members of our team, you will receive a detailed report, including identification of all strengths and weaknesses. The report will show where your plan ranks against similar organizations. From the review, you'll have what you need to enhance your plan to meet global best practices.

Benchmark your plan against best practices and your peers. Assessment is done by a team of top crisis communication experts.

- Over 150 elements of your plan will be carefully analyzed.
- Assessment done by a team of highly experienced crisis communication professionals
- Your report shows strengths and weaknesses and comparisons against other plans evaluated by the team and the tool.
- Once gaps in your plan are addressed, you will have the confidence to answer: **"Yes. We are ready."**

The Agincourt Gap Analysis Experts



Gerald Baron Creator of the Gap Analysis Tool and OnePage Crisis Communication Playbook. Founder of PIER System; CEO of Agincourt Strategies. Author of *Now Is Too Late: Survival in an Era of Instant News*.



Neil Chapman Former BP Communications Executive, CEO of Alpha Voice Communications; Senior Associate with Wixted Pope Nora & Thompson. Located in UK.



Patrice Cloutier Former CBC broadcast journalist, Government communicator from Ontario, Canada. Blogger and expert in social media and emergency management. Located Toronto, Ontario.



John P. (Pat) Philbin, Ph.D., APR Former Public Affairs Chief, US Coast Guard; Former Director External Affairs, FEMA. CEO of Crisis1, crisis management consultancy. Located WA DC.



Bill Boyd Former fire chief and Incident Commander, Safety Manager for industrial services firm. Expert in social media and emergency management. Located, WA State.



George Smalley Former communication executive for Shell Oil and Houston METRO. Founder and Principal of Bridge Builder Communications. Located Houston, TX.



Adam Crowe Emergency Preparedness, Virginia Commonwealth University. Former Community Preparedness, Johnson County, KS. Author *Disasters 2.0: Application of Social Media Systems for Emergency Management*. Located Richmond VA.

1.16	Are the rights of the media to access information described and is there clear guidance in restoring and providing maximum media access consistent with safety and response effectiveness?	3	3	30	0	30	Orange	area of responsibility is needed.	No reference of media access rights.
1.17	Transparency Is the need for transparent, honest, and open communication to build trust with the public and stakeholders included, consistent with limitations on privacy?	1	5	50	5	10	Red	11/27 references transparency in disclosing information to the public. This is not included in the corporate plan, and is not defined as a policy, nor reflected in the overall instructions, nor a process included to help insure it is realized.	
1.18	Does the policy on transparency include the definition to be the source of best or damaging information about the organization as a key element of building trust?	3	2	20	0	20	Green	No specific references except about need to disclose info to public referenced above.	
1.19	Privacy Do policies state that some information is to remain private, such as required by law (HIPAA and employment law) and others out of respect to protect privacy of individuals and services?	3	2	20	0	20	Green	No reference or guidance.	
1.20	Preparation Do policies clearly state the importance of preparation as a key to building trust and maintain the organization's reputation?	8	5	50	40	10	Green	Plan is quite strong on preparation including specific preparation activities 11p21-29)	
1.21	Do preparation guidance include the commitment to develop and maintain initial statements related to potential events in advance?	3	5	50	0	0	Red	No references to:	

The Gap Analysis Tool:

Over 150 plan topics are addressed. Each topic is given a numerical score, and a color code to quickly identify strengths and gaps.



[Click here to discuss your Gap Analysis including evaluation fees.](#)

[Or click here to take the Sample Online Gap Self Analysis](#)

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