

**"It takes 20 years to build a reputation and
five minutes to ruin it."
- *Warren Buffet***



Crises take many forms, but at their core, they are a threat to a company, institution or individual's reputation and undermine its ability to continue to compete and thrive. Without warning, executives find themselves facing litigation, responding to a security breach, unraveling a complex financial problem, or addressing employee malfeasance. Organizations that survive a crisis have one thing in common: they take the time to prepare.



In the critical first hours as a crisis hits, it is crucial for corporate and nonprofit leaders to respond quickly and decisively in order to protect their most valuable asset – their organization's reputation. They need a team of trusted advisors to help direct the company, fortify its leadership and align key constituencies, and a roadmap to navigate through the crisis. Without a crisis management team and plan in place, an organization's ability to take control of the situation is severely limited, and the consequences can be dire.

Ideas. Actions. Results.

Among Our Clients:

- National Retailers
- Preeminent Universities
- Fortune 500 Corporations
- Major League Sports Teams
- Real Estate Developers
- Law Firms
- Private Equity/Financial Services Industry/Investors
- Religious Organizations
- Airlines
- Hospitals/Healthcare Concerns
- International Energy Concerns
- Nonprofits and Cultural Institutions
- Individuals and their Attorneys

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"Rasky Baerlein was invaluable to us when Zoo New England faced a crisis that threatened our very existence. Their team mobilized and quickly integrated with ours, and moved forward swiftly on all fronts. They helped us tremendously, changing the tone of the discussion and protecting the brand of the Zoo, while fighting alongside of us for our ability to survive. Their counsel was critical to our success."

*- John Linehan,
President and CEO
Zoo New England*

Rasky Baerlein specializes in both crisis planning and crisis management.

Our crisis team is comprised of seasoned professionals who understand the importance of swift and decisive action. They know how to operate in the media maelstrom and quell the storm. They maintain a laser-sharp focus on protecting your reputation.

At Rasky Baerlein our crisis team can support your organization with:

Crisis Planning: Preparing for the worst is the best investment

- Build a crisis-response infrastructure
- Help an organization anticipate and plan for potential threats
- Educate and train employees to ensure a cohesive organizational response

Crisis Management: Providing strategic solutions when a crisis occurs

- Work closely with legal team
- Prepare messaging for all internal and external stakeholders including employees, donors, boards, investors and media
- Align internal audiences to ensure one consistent message
- Anticipate and mitigate where the media will try to take the story
- Media train spokespeople for all aspects of media responses
- Serve as spokesperson as needed
- Mobilize third-party validators or key constituents

We understand how crisis situations can grow and escalate, and understand the unique dynamics of crisis situations. This knowledge, along with front-line experience, ensures our clients are in trusted hands when they need it most.

