

Issue simulations

Acting correctly together

navos offers crisis simulations for managers

In daily life, new products or projects are internally prepared and then brought to the market. The production is running, the systems operation is well oiled, the logistics are in place, the marketing and sales are doing their job. Then the figures are sent to controlling. In this setting, the individual departments work internally together, but staff is only trained to crisis situations in specific contexts. Most of the time, the press spokesperson has the most training. The CEO is separately trained. Then the production has an incident management and the distribution escalates the crisis.

Training the unthinkable?

What should be done when the “licence to operate” is suddenly placed at acute risk? How do you act when a production technology deemed uncritical is suddenly no longer accepted by the population? How should you react when rival competitors support the argument of a stakeholder group and gain the media high ground?

What exactly happens in the company when the business model is threatened? How do you respond quickly and appropriately to emotional reactions in which rational argumentation is no longer effective? How can critical developments in individual markets be identified early enough so as not to impact on all other markets?

To be able to prepare optimally for such challenges, we have developed a modularly structured crisis simulation. This simulation is based on the experience garnered from many national and international client projects as well as from successfully carried out training programmes.

The navos approach

The simulation is more than just “crisis training”:

- **Everyone takes part**

In a simulation, all relevant business sections are integrated and activated – not just the communication, sales, production and site management. In real-life situations, managers have to act together under considerable time pressure and as a team. Thus this precise constellation is depicted in the simulation.

- **Warding off genuine threats**

It's essential that the threat to the business model is realistic. Prior to the simulation, potential crises and their probabilities are therefore jointly investigated and evaluated. This means that real situations rather than hypothetical ones provide the subject of the simulation.

- **Efficient under pressure**

The demands made on those taking part in the simulation – the so-called inputs – have a very high intensity and frequency. With our simulations, the participants can be subjected to up to ten inputs per hour. These range from media inquiries, specially created protest websites from NGOs, phone calls made by local residents to hotlines, posts on social media platforms and camera crews on the doorstep to crisis documentation for the Executive Board and Works Council and a rapid rise in queries from concerned customers.

- **Practising intercultural skills**

Issues quickly cross borders, consumers coordinate their interests and the media copy the news. Our partner network of agencies and trainers is therefore international so we can depict issue developments in Europe in a realistic manner.

The simulation process

- **The preparation**

Prior to the simulation, relevant stakeholders are identified and prioritised according to their intervention potential. Issue developments are anticipated and a realistic scenario is jointly derived for the simulation. Existing papers, crisis manuals, Q&A's and internal documents are integrated into the preparation. The simulation is not abstract but realistic.

- **The training**

The simulation usually takes an entire day and is divided into different sessions. The number of participants usually ranges between 10 and 20 people at most. The simulation can be done in German or English. Several rooms and Internet access are required.

- **The follow-up**

Based on the outcomes of the simulation, there might be a need to carry out adjustments or subprojects, which are recorded by the team at the end of the simulation.

Trainer team

navos – Public Dialogue Consultants works together with a team of external experts. Depending on the issues dealt with, these national and international partners are involved in the preparation and implementation on a basis of partnership and trust.



navos – Public Dialogue Consultants. Effective PR in dialogue for our clients.

Our communication habits and infrastructures are changing rapidly. What unites this development is that they encourage and demand dialogue. Each and every individual is becoming increasingly significant in communicative terms and thus also relevant for a company's reputation and economic success. For navos, sustainable, serious dialogue with all stakeholder groups therefore provides the basis of communication. We have mastered the art of conducting essential dialogue and are specialised in stakeholder dialogue, crisis communications and public affairs. navos stands for groundbreaking, contemporary and functional communication. With our 50 employees from our offices in Berlin, Düsseldorf and Hamburg, we particularly work on behalf of clients from the energy, environmental, telecommunications and financial sectors.

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