



## Strategic Communications Planning (Crisis)

An internationally renowned psychiatric institute was under fire from competitors online and in the trade press for a decision to change certification standards it had created decades before. We were called into to craft a rapid response strategy in advance of the institute's annual meeting which was only days away.

We met with all key executives of the institute and crafted a three-point strategy to answer all of the concerns and unfair criticism being levied around the world. We wrote a speech (knowing it would be covered in the trade press) which not only answered the key points but laid out a long-term strategic vision for the institute on the benefits of these certification changes for the industry as a whole. We also advised key stakeholders on how to effectively respond to the unfettered criticism on social media which effectively circumvented the critics. The resulting transparency of communications laid the groundwork for meaningful conversations at the annual meeting and better understanding of the change by key constituents.