



PROBLEM

EFFECTIVE MANAGEMENT OF AN ISSUE CAN BE THE DIFFERENCE BETWEEN IT BEING A PROBLEM TO BE SOLVED AND A CRISIS THAT GETS OUT OF CONTROL. NOWADAYS, BUSINESS REPUTATION DEPENDS AS MUCH ON HOW ISSUES ARE MANAGED AS THE IMPACT OF THE ISSUE ITSELF.

Issues and crisis management is traditionally managed in a reactive way, that is, scramble to manage it when it happens. However, the 24/7 news cycle and the rise of social media and 'citizen' journalism means issues can quickly spread out of control

SOLUTION

THE DAYMARK GUARDIAN IS AN ISSUES MANAGEMENT PROCESS THAT HAS STOOD THE TEST OF TIME.

It has been used to manage and protect some of Australia's most reputable brands via a strong process that ensures early detection and an appropriate response.

Daymark Guardian puts our clients in control of any issue that may damage their reputation. Irrespective of the type or size of your organisation, our process is a cost effective way to protect brand reputation.

RESULTS

WITH THE DAYMARK GUARDIAN IN PLACE, WE WOULD EXPECT THE FOLLOWING RESULTS AND OUTCOMES:

- Peace of mind because the process is embedded in the standard business practice of your organisation;
- Increased confidence because training and scenario testing ensures the process and individual responsibilities are clearly understood;
- Enhanced external and stakeholder perception of the business (via high quality issues and crisis management);
- Better decision making; and ultimately;
- Greater profitability through contract and client retention and growth.