

# Crisis Leadership

When a crisis strikes, planning and leadership make the difference between rebounding stronger than ever or not coming back at all. To achieve the best outcome in a world with increasing focus on environmental, social and governance performance, our work begins well before the worst happens—and we’re there to support you if it does come to pass.

## The issue

Crises often arise without warning, putting it all on the line—your reputation, valuation, or even your entire business. And particularly when you’re dealing with ESG issues, getting ahead of the crisis is key.

Shareholders, consumers and governments are demanding higher ESG standards, and failure to get this right can result in serious reputational damage and legal action. The Crisis Leadership Team can advise you on navigating ESG best-practices and legal requirements, and can provide time-sensitive, practical support you when things don’t go to plan.

The Crisis Leadership Team comprises a dynamic and interconnected set of legal and strategic communications capabilities that we deploy quickly to address your particular situation and goals, in your specific industry and market. We have proven playbooks, infrastructure, and resources to streamline your response, and we offer innovative packages to expedite the intake and engagement aspects of lining up support.

## What we do

We intentionally put an unusual amount of focus on helping our clients be optimally positioned to weather the worst. We’ve also structured our services to optimize preparedness. For companies that are ready to “crisis proof,” we offer a three-year package that ensures you are positioned for the worst of times. We provide your organization with:

- A comprehensive risk assessment and gap analysis, including in respect of ESG risks and opportunities
- An advice memo based on the findings
- Training sessions conducted by the Crisis Leadership Team which incorporate your social and environmental aims
- A customized version of our app that allows you to access relevant information, tailored specifically to your current obstacles, on the go
- Development of action plans
- The first three hours of Hogan Lovells’ services following a crisis at no cost

And when a crisis does arise, we are there for you as soon as things go wrong. Our “72 Hour Emergency Response Package” package guides your organization through those critical first hours when you need to focus on getting ahead of the situation to lead—and take back control of your organization and the accompanying narrative. This includes:

- Initial assessment calls
- Document retrieval, assessment and analysis
- Interviews and related summaries
- Strategic advice and memo
- Media planning

As the crisis unfolds in real time, we seamlessly assemble the appropriate resources, tailor them to your unique situation, and put our award-winning legal, communications, and technical services into action to help you investigate, respond, communicate, and implement solutions effectively.

## Our impact

We’ve seen our clients through virtually every conceivable calamity. No matter the industry, no matter whether the crisis touches on environmental, social, or governance issues (or all of them), we provide a steady hand and sound counsel, drawing from our considerable experience helping clients through the most challenging circumstances across industries, sectors, and borders.

We have guided our clients through environmental crises that threaten the world around us, employees, and public health; social issues ranging from racially-based emergencies to accusations of toxic work environments, and wide-ranging governance issues from corruption and beyond. Our biggest impacts are those you never see.

## Useful links

- We’ve created a [free online resource portal](#) with an online quiz to assess how prepared your organization is to handle a large-scale crisis. Also included are some basic tools to help prepare, as well as case studies that draw a better picture of our work in this area.
- You can also explore information related to shoring up your business on our app, which can be found on both the [Google Play](#) and [Apple App Store](#).
- And if you need to get in touch with us, you can directly connect with a member of our team 24/7 by calling: 1 877 HL HELPS (1 877 454 3577).

## Relevant contacts



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