

Issues management Protect and enhance your brand and reputation

Many people think that issues management is what you roll out when something has gone badly wrong and the media are baying for your blood. Not so! Issues management helps to protect the goodwill in your brand in both good times and bad.

Problems with clients, staff or third parties can easily slip their way into the public domain and become a source of embarrassment and continuing negative publicity. While there is no easy way to avoid bad news altogether, there is much clients can do to deal with issues quickly, efficiently and to keep their reputations intact.

In the same way that organisations must be effective in dealing with the bad news, they should also be checking that their positive stories are hitting the mark and not being frittered away. Investments in a new service line, staff development program or corporate social responsibility activity are much too expensive to be ignored.

Some of the many steps clients should take to manage their issues include:

- analysing their specific issues and prioritising them according to urgency and the likely impact on the business
- ensuring clear lines of responsibility about how issues will be managed, especially during a crisis
- having a good spokesperson and a tight communications/media relations policy
- considering the impact of the issue on key stakeholders
- developing key messages with an understanding of how they may be received by target audiences
- communicating messages clearly and consistently
- reviewing their success in managing issues.

Issues management can play a critical role in enhancing the credibility of your brand.

Call us on +61 2 9968 4168 or email julianmidwinter@julianmidwinter.com.au to discuss how we can help you manage issues more effectively.

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