

# Tierney Crisis and Reputation Management

At Tierney, we know the value of *reputation*.

And we know that often an organization's ability to do its work—whether advancing its mission, achieving growth, or maintaining relevance—is based on the trust it earns every day with customers' and stakeholders. That trust is intrinsically linked with reputation.

**We also know how fragile reputation can be, and how quickly trust can be undermined.**

Organizations today face a varying and ever-growing list of reputational threats. Leaders are being asked to serve an even greater role in managing an institution's brand and navigating macro-cultural shifts. Without the proper execution, they face losing customers' or stakeholders' time, investment, and engagement.

## When clients *need us*:

### SOMETHING HAPPENED

**Organizations** are actively dealing with matters impacting their reputation and/or operations (e.g., a data security issue, criminal investigations, an incident garnering attention on social media, safety issues) and require immediate support.

**Tierney** can immediately step in and serve as spokesperson or provide counsel to leadership behind the scenes to serve as an extension of staff.

### SOMETHING IS ABOUT TO HAPPEN

**Leadership** knows a sensitive issue (executive transition, labor negotiation, major litigation) is about to occur or become public.

**Tierney** can provide an overarching communications strategy, draft materials, advise on stakeholder and community engagement, as well as conduct social/traditional media listening and reporting.

### SOMETHING WILL EVENTUALLY HAPPEN

**Organizations** know that operating in today's world means you will inevitably face sensitive issues and crises.

**Tierney** can help leverage "blue sky days" to prepare for "gray sky moments." We'll work with you to audit and assess your existing crisis preparedness, create and customize communication plans tailored to your organization, and train your leaders to effectively communicate—even during the most challenging situations—giving organizations a communications playbook to match operational continuity plans. These plans are informed by years of experience and national/category trends.

## The Company We Keep



## Our Services

- 24-Hour On-Call Support
- Crisis Preparedness
- Communication Playbook Development
- Change Management
- Media/Message Training
- Immersive Crisis Drill Training
- Development of Communication Materials (media standby statements, talking points, press releases, stakeholder communications, etc.)
- Holistic Media Monitoring and Reporting (traditional and social media)
- Websites and Dark Sites
- Serving as a Client Spokesperson/ Client Extension
- Social Media

## The Tierney Difference

In addition to our strong crisis and issues management experience, we also offer clients a full range of integrated capabilities—including strategy, advertising, content creation, analytics, PR, and paid media. We can bring a whole suite or select services to the table for our partners to protect or promote their reputations.

**Together, we're thoughtfully committed to building solutions that deepen the relationships that matter most to our partners.**

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