

### About Booz Allen

Booz Allen Hamilton is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and had revenue of \$5.59 billion for the 12 months ended March 31, 2011. (NYSE: BAH)

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## Risk and Crisis Communications Capability

Government, commercial, and not-for-profit organizations often lack effective strategies to respond to urgent (crisis) and emergent (risk) issues and events. They must have the right communications techniques and expertise to effectively assess, manage, and respond to the full spectrum of communication threats and opportunities.

### Booz Allen Can Help You Be Ready for What's Next

Booz Allen Hamilton, a leading strategy and technology consulting firm, developed its risk and crisis communications capability (RCCC) to offer clients proven communications techniques implemented in a wide range of emergency and non-emergency situations. Booz Allen's experienced professionals are committed to providing services customized to our clients' needs in communications risk assessment, management, and response.

### Delivering Communications Solutions for Urgent and Emergent Events

Our science-based communications strategies and techniques are firmly grounded in social, behavioral, and cognitive research. We provide our clients with the following services and expertise:

- **AMR Enterprise-Wide Model** assists clients in assessing, managing, and responding to an organization's specific internal and external communication threats, probabilities, vulnerabilities, and consequences.
- **Science-Based Research and Best Practices** are available to our clients in the form of guidance documents, journal and magazine articles, special reports, book chapters, and more. One example is our award-winning guide *Risk and Crisis Communications: Best Practices for Government Agencies and Non-Profit Organizations*.
- **Communications Readiness and Resilience Index (CRRI)** is a web-based survey that provides strategic and real-time results to our clients to improve their ability to assess urgent and emergent threats and opportunities. CRRI equips clients with the data they need to effectively anticipate, prepare, and practice for risk and hazards.

Ready for what's next. [www.boozallen.com](http://www.boozallen.com)

**Booz | Allen | Hamilton**  
delivering results that endure

- **Quick Start Response Strategy** provides immediate communication steps within the first 3 minutes and 3 hours of an urgent event, including activating an executive-approved communications strategy with pre-scripted messages, escalation procedures, and rumor identification and correction.
- **Skills-Based Training and Coaching** provides proven skills and methods through a comprehensive seven-part suite of training modules.
- **Communication-Specific Exercises and Media Simulation** harness the power of training and exercises through customized and scenario-specific planning. Our exercise management and simulated media capability includes exercise design, tabletop exercises, simulated media production, and simulation cell management.

## Success Stories

Booz Allen has worked with many organizations, including the following, on a variety of urgent and emergent communications issues, from assessment and planning to training and reputation management.

**Assessment and Planning: Veterans Health Administration (VHA), Office of Public Health and Environmental Hazards.** Booz Allen helped to develop a comprehensive and science-based risk communications planning template. Our sample core planning components provided a clear plan of action enabling facility and other facility components to effectively coordinate and communicate; helped ensure consistency of purpose, decisions, and actions across the communications enterprise; and built and maintained the trust and confidence of stakeholders who depend on VHA's services, resources, and expertise.

**Skills-Based Training and Coaching: Department of Homeland Security (DHS), Customs and Border Protection (CBP).** We developed, delivered, and evaluated a series of 1- and 2-day training sessions on effective media interaction, risk communication, and executive presence training for more than 100 CBP senior officials. Sample modules included communicating confidently and consistently before, during and after times of stress and crises; understanding the unique dynamics and specific strategies and techniques for communicating effectively via a variety of offline and online media; and applying risk and risk communication best practice in anticipating, preparing, and practicing for a range of threat scenarios and issues.

**Reputation and Issues Management: DHS, National Bio/Agro Defense Facility (NBAF).** Booz Allen worked with the DHS Science and Technology NBAF Program Manager to formulate strategy and talking points in response to a controversial finding in the National Academy of Sciences (NAS) Report on NBAF's Site Specific Risk Assessment. In consultation with Booz Allen, NBAF acted quickly in developing both an offensive and defensive messaging strategy for White House and news media briefings and queries. The core messages emphasized NBAF's commitment to protection and safety, comprehensive mitigation strategies, scientific rigor and evidence-based approaches, and the importance of due diligence and best-in-field practice.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.