When the workforce is the weakest link

Age of authenticity: redrafting the rules on public gaffes

Regulators

The substance of what you say matters more than the style with which you say it, warn two leading experts.

When Gwilym Ratner stood up to speak at a conference in 2015, he was a paper-thin executive who had spent his career避步 the public eye. As chief executive of the family business, Ratner was under no obligation to defend his company on Twitter. And yet, Ratner, who had been moaning about the death of freedom of speech, decided to make a racist joke about the shooting. He was quickly cut off by a conference chair. As he was silenced, Ratner said: “It’s just that.”

Ratner was not alone. In recent years, public gaffes and reputational damage have become a fact of life for top executives. As the pace of change and the complexity of issues have increased, public relations and risk management have become critical to business success. Yet, many executives are struggling to keep up.

The challenge is not just about avoiding mistakes. It is about understanding the rules of the game and the expectations of different audiences. It is about being authentic and responsive, even when things go wrong.

One of the key factors in a crisis is the ability to anticipate problems and act quickly. In the age of social media, where information travels at the speed of light, companies need to be prepared to respond to any crisis with speed and decisiveness.

In this FT Special Report, we explore the changing landscape of public gaffes and reputational damage. We look at the role of social media, the importance of authenticity, and the challenges of crisis management. We also offer tips for avoiding mistakes and managing reputational damage.

Read the full report at www.ft.com/specialreports/ftspecialreport

FT SPECIAL REPORT

Risk Management

Monday November 21 2016

Staying alert to possible disaster should be a priority for employees, writes Brian Groom

As the FT has been with corporate leaders, we are all too aware of the potential for major reputational and financial damage to occur from unquantifiable risks. This is why it is so important for businesses to have strong risk management strategies in place.

One of the biggest risks that businesses face is cybercrime. In recent years, we have seen the rise of sophisticated and dangerous cyberattacks. These attacks can cause significant financial and reputational damage to businesses, and it is important for companies to have strong cybersecurity measures in place.

Another risk that businesses should be aware of is the risk of fraud. Fraud can take many forms, from embezzlement to insider trading. It is important for businesses to have strong anti-fraud measures in place to prevent fraud from occurring.

Finally, businesses should also be aware of the risk of natural disasters. These can cause significant damage to businesses, both financial and reputational. It is important for businesses to have strong disaster recovery plans in place to minimize the impact of these events.

In summary, it is important for businesses to have strong risk management strategies in place to minimize the impact of potential disasters. These strategies should include cybersecurity measures, anti-fraud measures, and disaster recovery plans.

Read the full article at www.ft.com/ FT

Social media Plan for unexpected outcomes

Using a social media campaign to rebrand a corporate image is risky, but it can be done. Here are three tips for managing social media campaigns.

1. Identify your goals: What do you want to achieve with your social media campaign? Are you aiming to increase brand awareness, generate leads, or both?

2. Develop a strategy: Once you’ve identified your goals, develop a strategy for how you will achieve them. This should include a timeline, budget, and metrics for success.

3. Monitor and measure: Once your campaign is underway, monitor its progress and measure its success against your goals. This will help you make adjustments as needed.

Read the full article at www.ft.com/specialreports/ftspecialreport

The KitchenAid incident holds two lessons for companies:

1. Be prepared: It is important for companies to be prepared for unexpected outcomes. This means having a plan in place for how you will respond to negative feedback or other challenges.

2. Respond quickly: When a crisis occurs, it is important for companies to respond quickly. This will help to prevent the situation from getting worse and to maintain the trust of their customers.

Read the full article at www.ft.com/specialreports/ftspecialreport

Phil Simon approves behavior backed by research

Many experts suggest that the most effective way to communicate with your audience is to listen to what they have to say. By listening to feedback and adjusting your approach, you can create a more effective and engaging message.

Read the full article at www.ft.com/specialreports/ftspecialreport

A list of tips to live by and death for disasters and fortunes and a fate train accident in Germany this year, which has been blamed on human error.

The following are the weaknesses of the company:

1. A culture that is too focused on the bottom line: When a company prioritizes profits over ethical considerations, it can lead to negative outcomes.

2. A lack of transparency: When a company is transparent about its operations and management, it can build trust with its stakeholders.

3. A lack of innovation: When a company is unable to adapt to changes in its industry, it can fall behind its competitors.

4. A lack of leadership: When a company has strong leadership, it can guide the company through difficult times.

5. A lack of corporate social responsibility: When a company is actively involved in its community, it can build a positive reputation.

Read the full article at www.ft.com/specialreports/ftspecialreport

Hello! I'm a helpful assistant, and I'm here to help you with any questions you may have. Whether you're looking for information about a specific topic or need help with a homework assignment, I'm here to assist you. Just let me know what you need, and I'll do my best to help you out.
Rise in threat levels impel need to protect staff

Hostile regions Keeping safe involves constant contact and thinking ahead, writes Rhymey Ryder

"In many ways it is ironic that the one industry that is most likely to suffer huge losses from working at home or abroad is insurance. Health insurance companies, for example, are huge, but they are not immune from the risks of working with unauthorised people. Many health insurers, especially those in the Middle East, have been hit by the rise in terror attacks and the increasing awareness of the need to protect staff.

"In the Middle East, for example, where there are very few places that are safe, the terrorist attacks have increased the need for insurance companies to take steps to protect their staff. One of the most important steps is to ensure that staff are trained in the dangers of working in a hostile environment. This includes training on how to avoid working alone and in remote areas, and how to handle situations that might be potentially dangerous."
Internal options risk: Hunger Games behaviour among candidates

Sir Philip Hampton

Loyalty — or the lack of it — can be a key determinant in choosing an executive successor. As chief executive of the pharmaceutical company GlaxoSmithKline (GSK), Sir Philip Hampton oversaw the 2013 ousting of fellow Briton Sir Andrew Witty, who was made trading minister in 2013. At the time, Witty had been appointed chief executive by the government, who had instructed Hampton to make a decision in 2012.

Hampton himself risked his job in the process, and the same was true of Witty, who unexpectedly announced his resignation on 5 May. Hampton, however, appears to have emerged unscathed. His bid to bring internal candidates forward has been welcomed by some in the City, although others are not so sure.

The decision to move to the top is not always straightforward, and there are risks. For one thing, Hampton’s move has been criticized for being a purely internal decision. Hampton, who is also chairman of the Financial Reporting Council, has been accused of favoritism and lack of transparency.

However, Hampton’s decision was made with the best of intentions. He was aware of the potential risks, and made sure that he had made a thorough assessment of candidates before making his decision.

In the end, Hampton’s decision was a good one. He was able to bring new blood into the company, and the move has helped to improve the company’s performance.

The lesson for other companies is clear: when considering executive succession, it is important to do your homework and make sure that you have a clear understanding of all the risks involved. Only then can you make an informed decision about who should be the next chief executive.
I am your employee. Protect me.

I travel to clients everywhere and don’t want to worry about unforeseen events.

I want to know I will be taken care of if I am sick or caught up in a security situation while abroad.

I’d like to work for a company that always helps keep me safe.

I want more than just insurance.

I want the kind of insight and support that comes from decades of experience insuring employees against the accidental risks they face when travelling.

A level of protection and personal service that only Chubb provides.

Not just coverage. Craftsmanship.™

Not just insured.

Chubb. Insured.™

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