TeamUp 2025

July 8, 2025

Case study: Crisis Management

Today's Agenda

Crisis Management (15 min.)

- Types
- Management
- Case study

Working on case study (60 min.)

Feedback

Next Steps

Five Most Expensive Corporate Crises

1. **BP Deepwater Horizon (oil leak)**
   Sample cost: $70 billion in clean-up, settlements, and fines
   Lesson: Create a safety culture

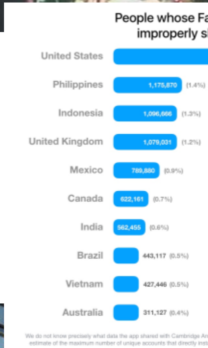
2. **Wells Fargo (sales practices scandal)**
   Sample cost: $7 billion in regulatory and legal settlements
   Lesson: Live up to your values

3. **JP Morgan Chase (financial exposure)**
   Sample cost: Investment losses of $6.2 billion
   Lesson: The C-suite needs to stay on top of risk

4. **Facebook (user privacy scandal)**
   Sample cost: $5 billion fine

5. **Equifax (data breach)**
   Sample cost: $1.7 billion in settlements, fines
   Lesson: Take crisis prevention and planning seriously

*Note: Sample cost illustrates one type of expense resulting from the crisis, not a total.



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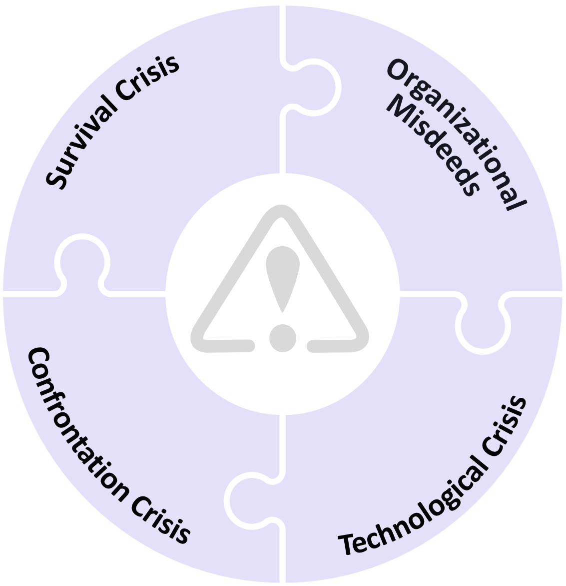
CRISIS MANAGEMENT - TYPES OF CRISIS



Events that could threat the existence of a company

Liquidity problems

Insolvency risk

Loss of essential company processes

Loss of important customers or suppliers

Problems within the management of a company

False or non existing decisions

Monopoly of power and power vacuum

Lack of Information for decision making

Threat of economical success and existence of brand

Influence of brand recognition and evaluation

Confrontational brand crisis e.g. through negative press

Problems resulting from absence of Change Mgt.

Users do not accept changes in existing processes and structures

Changes within the company

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CRISIS MANAGEMENT - TYPES OF CRISIS

Continuous possibility that a crisis could occur sometime in the future

Tendency that hints to the possibility of a crisis e.g. decrease of revenue and profits

Final stage and current crisis because of illiquidity

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CRISIS MANAGEMENT
CAUSES FOR CRISIS - areas of development

EXTERNAL CAUSES	INTERIM CAUSES	INTERNAL CAUSES
▪ Social policy ▪ Tariff policy ▪ Economic policy ▪ Market- and business trend	▪ Banks and creditors ▪ Suppliers ▪ Customers ▪ Competitors	▪ Company structure ▪ Management / Employees ▪ Procurement ▪ Performance

EXTERNAL CAUSES
(exogenous)

INTERNAL CAUSES
(endogenous)

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CRISIS MANAGEMENT
CAUSES FOR CRISIS - factors

EXTERNAL FACTORS

- High competition
- Increasing commodity prices
- Currency changes
- Natural disasters
- Globalization
- Market saturation
- Leap in technology
- Market entry of new provider

INTERNAL FACTORS

- Lack of leadership inexperienced
- Outdated production technology
- Organizational deficiencies
- Strategic problems
- Missing efficiency
- Bad financial structure
- Overpriced acquisitions
- Insufficient controlling

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CRISIS MANAGEMENT PROCESS

CRISIS MANAGEMENT

Phase

Active crisis management	Reactive crisis management	Recovery
CRISIS PREVENTION	**CRISIS SOLVING**	**CRISIS POSTPROCESSING**

Measures

CRISIS PREVENTION

- Risk analysis
- Scenario technique
- Early detection systems
- Crisis handbook
- Crisis team
- Crisis training

CRISIS SOLVING

- Risk classification
- Organization
- Information search
- Crisis-PR
- Immediate measures
- Coordination crisis plan

CRISIS POSTPROCESSING

- Update of crisis strategy
- Process optimization
- Documentation of crisis events

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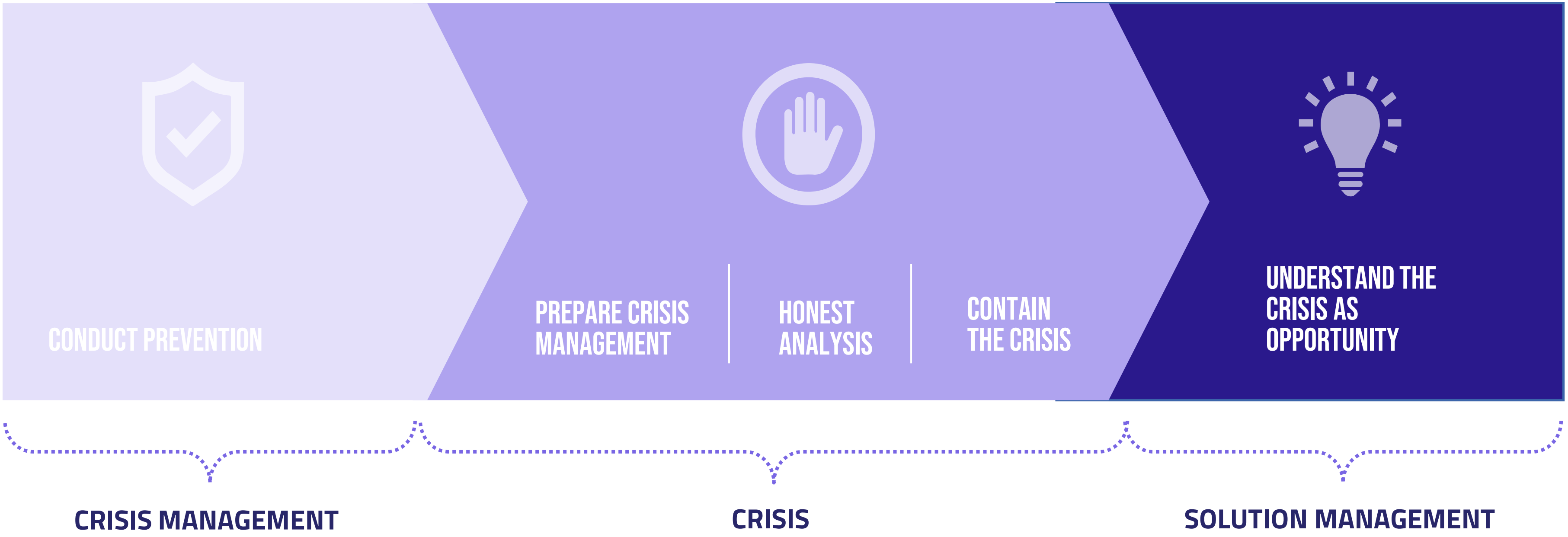
CRISIS MANAGEMENT PROCESS



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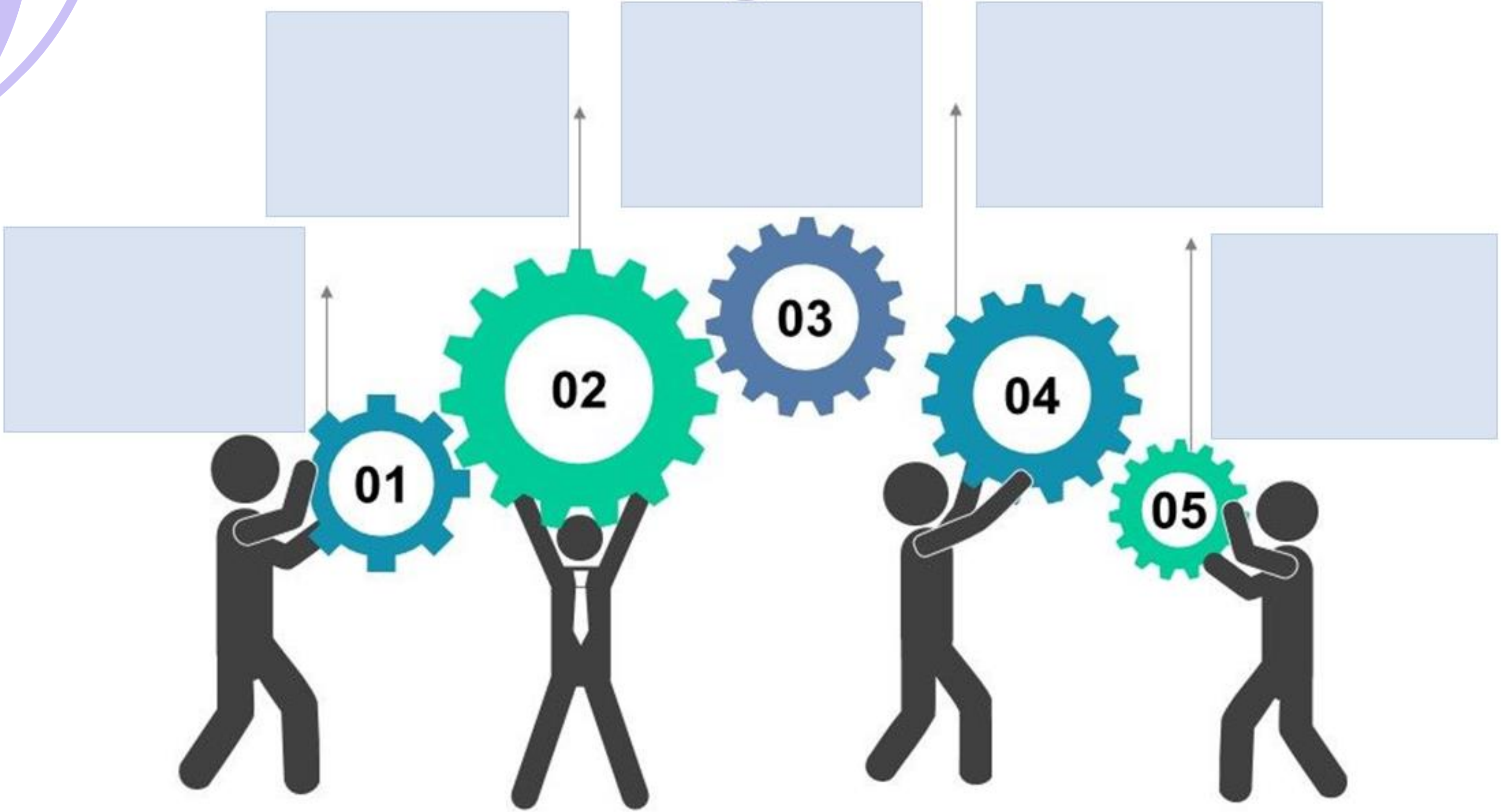
Crisis Management Workflow



CRISIS MANAGEMENT – CRISIS COURSE-MATRIX

	PHASE 1 Prevention	**PHASE 2** Detection	**PHASE 3** Alleviate crisis	**PHASE 4** Restart	**PHASE 5** Learnings
LEVEL 1 Content / Processes	What	happened	when?		
LEVEL 2 Information	Who	is	collecting	which	Information?
LEVEL 3 Organization	Who	is taking	over which	task	and part?
LEVEL 4 Communication	Who	Will be	when	informed	and how?
LEVEL 5 Psychology	Which effects	will be triggered	by events,	information and	actions?
	How can a crisis and its serious consequences be prevented?	How can an emerging crisis be detected?	How can the damage of an occurred crisis be limited?	How will at least the positive level before the crisis be reached again?	How can benefits be drawn from a concurred crisis?

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CRISIS MANAGEMENT
Case Study - Who can't pay and who won't pay?

Work in 1:1 meeting rooms on your task for 60 min.:

- examine each debtor's case
- analyse their current situation, their ability to pay etc.
- use the table to rank the four debtors
  (explain on which factors, considerations etc. you have based your decision and recommendations).

Come back to the main session at 18:15h

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CRISIS MANAGEMENT
Case Study - Feedback

Please rank companies and answer questions in the Zoom survey

Next Steps

Session 8: Working together co-founders

8^{th} July

17:00 - 18:30 CET

Case study with potential co-founders

Session 9: Working together co-founders

10^{th} July

17:00 - 18:30 CET

Case study with potential co-founders

Friday: hang-out

11^{th} July

17:00 - 18:30 CET

I am looking for a match!

Week 1 Week 2 Week 3 **Week 4** Week 5

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Week 1 Let's get started	**Week 2** Speed dating	**Week 3** Get to know your potential matches	**Week 4** Working together: Case studies	**Week 5** Preparing your proposal
Session #1 **Matchmaking Kick-off** ***10th June*** ***17:00 - 18:30 CET***	Session #4 **Speed dating Prototyping** ***24th June*** ***17:00 - 18:30 CET***	Session #6 **Get to know – start-up mindset I** ***1st July*** ***17:00 - 18:30 CET***	Session #8 **Working together co-founders** ***8th July*** ***17:00 - 18:30 CET***	Session #10 **Preparing proposal with co-founder** ***15th July*** ***17:00 - 18:30 CET***
Session #2 **Tech pitch** ***12th June*** ***17:00 - 18:30 CET***	Session #5 **Speed dating Business Model** ***26th June*** ***17:00 - 18:30 CET***	Session #7 **Get to know – start-up mindset II** ***3rd July*** ***17:00 - 18:30 CET***	Session #9 **Working together co-founders** ***10th July*** ***17:00 - 18:30 CET***	Session #11 **Preparing proposal with co-founder** ***17th July*** ***17:00 - 18:30 CET***
Session #3 **Biz Pitch** ***17th June*** ***17:00 - 18:30 CET***	Friday hang-out ***27th June*** ***17:00 - 18:00 CET***	Friday hang-out ***4th June*** ***17:00 - 18:00 CET***	Friday hang-out ***11th July*** ***17:00 - 18:00 CET***	Last call ***18th July*** ***17:00 - 18:30 CET***

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Next Steps

- ❑ Pick your co-founder
- ❑ Prepare a proposal together

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Contact Us!

Do you have any questions?

teamup@eitfood.eu

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