



HEIDERICH  
Consultants

# HEIDERICH

## Crisis & issues management

**Heiderich is a cross-border consultancy and coaching firm specialized in crisis & issues management**

Heiderich is one of the European independent leaders in issues and crisis management. The firm gained its reputation thanks to its ability to anticipate the evolution of the public, to merge analysis data with the field and to its rapid response force in highly distressed crisis situations.

We handle preparation, coaching, tutoring, media training, crisis simulation, we respond to real-life crises in complex, difficult and sensitive situations or when the audience objects with the official statements, as well as in post-crisis and post-conflict image reconstruction.



HEIDERICH  
Consultants

## **From ongoing crisis management expertise to crisis prevention**

We respond as consultants in more than 50 ongoing crises in a year, from different categories including large-scale and political issues and in multiple countries.



HEIDERICH  
Consultants

## Planning and crisis management

Heiderich is behind the methods of the crisis management plan implementations in heterogenic environments.

We have also developed the *Large-Scale Crisis Management System (LSCMS)* approach of large-scale crisis management, along with predictive analysis methods developed by Deloitte. At the same time, in order to respond to auditing demands and prompt crisis management plan implementation, we have developed the *Fast Crisis Response Management (FCRM)* method.



HEIDERICH  
Consultants



## **Deloitte and Heiderich**

With our partner Deloitte we provide full & world wide services in crisis management & crisis PR.

See: [www.deloitte.heiderich.fr](http://www.deloitte.heiderich.fr)



# Some notable references



## Confidentiality

Confidentiality is our firm's second nature putting forward our strict policy of protecting our client's data and information especially regarding geostrategical or official information. In particular, we consider that every data is confidential, for instance, our consultants never work on clients files in public transportation.



HEIDERICH  
Consultants

## Contact

**Natalie MAROUN**, Ph.D, Associate consulting director

natalie.maroun@heiderich.fr

+ 33 (0)7 82 03 92 43

[www.en.heiderich.fr](http://www.en.heiderich.fr)

