IS YOUR COMPANY READY TO HANDLE THE HEAT?

Predict and prepare for future reputational risk with an Issues Heat Index

In an age where information spreads at the speed of a click, like or share, a small issue can rapidly escalate into a major reputational crisis. To respond effectively in today's hyper-fast, multichannel environment, it's not enough to be prepared — you need a head start by spotting threats before they become major liabilities. But how can you predict what issues will cause outrage instead of a yawn? What will go viral and what will fade into Internet oblivion?

Ketchum's award-winning Issues & Crisis and Analytics teams have partnered to create the Issues Heat Index, a data-driven analysis that predicts and ranks which issues will pose potential reputational risks to an organization. Combining deep industry expertise and cutting-edge quantitative tools, Ketchum has developed a proprietary approach to measure the "heat" of an issue, i.e., the likelihood it will become a reputational risk.

This metric allows your organization to benchmark different threats and track them over time to understand what needs attention and what doesn't. The Issues Heat Index also allows you to enhance your crisis planning by making it easier to prepare for and respond to the highest priority scenarios.
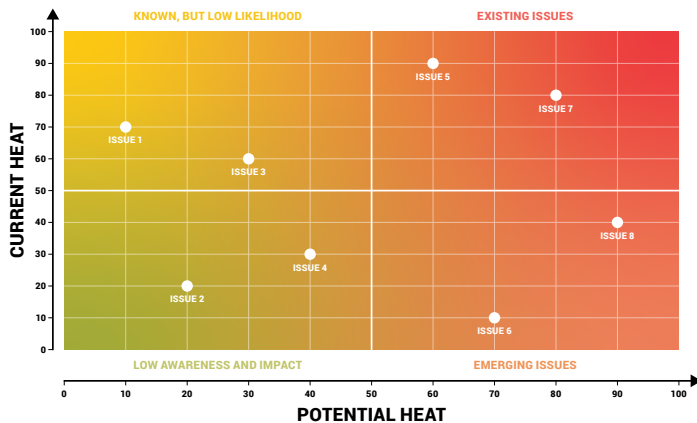
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Future proof your organization

Boardrooms, CEOs and Chief Communications Officers are more aware of and worried about reputational risk than ever before. In a 2018 report, 56 percent of respondents said they were only "somewhat confident" in their current crisis management plans[1]. The Issues Heat Index provides critical data that allows business leaders to ultimately make better strategic communications decisions if and when an issue emerges with a well-thought-out plan based on both expertise and hard data.

The Issues Heat Index relies on years of reputation management expertise, coupled with data and predictive analytics. If conducted periodically, you'll be able to organize your communications and crisis planning around priority issues and adjust as trends shift over time. The Issues Heat Index provides a snapshot (see sample below) of the risk landscape that can easily be understood by anyone within the organization. In addition, based on the findings, Ketchum provides an assessment of where to go (and where to fill in the gaps) with your crisis preparedness efforts.

CONDUCTING AN ISSUES HEAT INDEX ANALYSIS ALLOWS YOU TO:

- Understand your company's reputational risk landscape and identify vulnerabilities
- Prioritize potential future issues
- Understand how external stakeholders may respond to these issues
- Develop comprehensive, up-to-date preparedness plans

SAMPLE ISSUES HEAT INDEX

We can handle the heat. Contact us to get your data-driven issues and crisis plan started today.

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A THREE-STEP PROCESS TO PREDICTING AND PREPARING

1
AUDIT

Audit data from a variety of external sources across key channels like traditional media and social media.

Interview key internal stakeholders to identify key concerns and potential themes from across the business.

2
ANALYZE

Analyze audit data and search for each theme as well as emerging themes.

Identify drivers to heat across all themes.

Determine current heat and predict future heat using a propriety algorithm that incorporates qualitative and quantitative findings.

3
ACT

Leverage findings from Issues Heat Index analysis to create or update an issues and crisis plan.

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