

# **CAN YOUR COMPANY SURVIVE A SHARK ATTACK?**



# IN 2022, NEW YORK BEACHES SAW **MULTIPLE** SHARK ATTACKS

## SO WHY DID PEOPLE KEEP COMING BACK?



Trust was already built - decades of **no** shark attacks meant people believed the beaches were generally safe.



The officials took decisive, trustworthy action during the crisis.



Their post-attack actions met beachgoers' expectations.

## WHAT IF TRUST **DIDN'T** EXIST?



Would parents have brought their kids to the beach?



Would people trust the solutions and the execution?

# WHAT **SHARK ATTACKS** COULD KEEP PEOPLE FROM **YOUR** BEACH?



How did Silicon Valley Bank's collapse affect other banks?



How will bad Yelp reviews affect a restaurant's grand opening?



Can PR firms with typos be trusted to build your narrative?



How can a hacked payroll firm assure customers their information is safe?

# IT'S HARD TO BUILD TRUST **DURING** A CRISIS

*When you are accused of mistakes, lawbreaking, or unethical activity...*

Who will people believe?

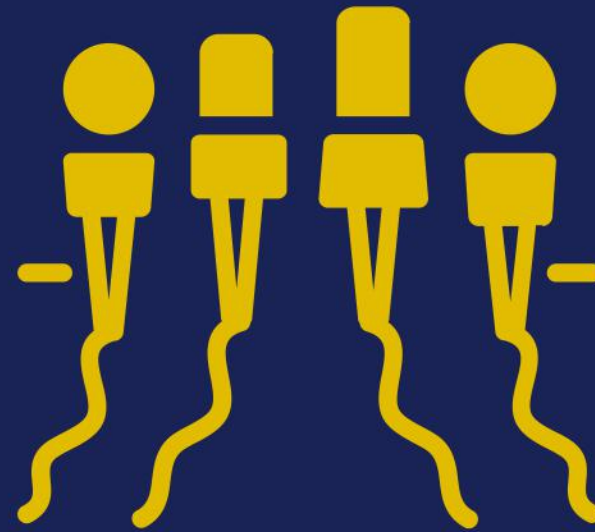
How will the media portray the conflicting narratives?

Will you be on defense or offense?

# SO BUILD A TRUST RESERVOIR **AHEAD** OF TIME



Building third-party  
relationships.



Driving your narrative in  
the press.



Having excellent  
customer service and  
employee relationships

# KNOW WHICH ISSUES ARE CRISES AND RESPOND **APPROPRIATELY**

When the crisis hits, execute planned strategies to *drive* your narrative.

Be *proactive*, not reactive.

People need to have a positive impression *before* the crisis.

Sometimes, *silence* is your best strategy. Not all shark attacks are deadly.

It's okay if trust reservoir is depleted a bit... *if* it's deep.

# CAN YOUR COMPANY **SURVIVE** A SHARK ATTACK?

Only if it's ready...



## **CONTACT US TODAY**

to help your company prepare for a shark attack.



info@provenmediasolutions.net  
www.provenmediasolutions.net