



the Incident Management Specialists

Create better outcomes:
reduce distress,
bring control to costs
and protect your reputation

How to achieve Better Outcomes



Reduce distress

Distress has many faces. Anger, resentment and confusion are damaging forms of distress you can minimise or prevent.

Your response should clearly demonstrate your care and concern for the people affected, and show that you are taking their needs seriously.



Protect reputation

A hard-won reputation is your best asset, but is vulnerable. Ensure your response to an incident doesn't imply you are uncaring, unprepared, unwilling or penny-pinching.

Nobody wants to deal with a serious incident but a caring and competent response is not only helpful, it could even enhance your reputation.



Control costs

When managing an incident there will be costs. But good incident management will prevent the uncontrolled costs that can arise later posing a serious threat to your organisation.

To achieve the best outcomes:

Prepare beforehand and Don't delay

Time is your most valuable commodity after a traumatic or tragic incident. It slips away alarmingly quickly making it increasingly difficult to achieve the best outcomes.

Make sure your Incident Management Plan is written and rehearsed and that you have trusted Partners in place to help you before any incident happens.

You do not have time to start a tender process in the aftermath of an incident when customers or colleagues are waiting to see what you will do.



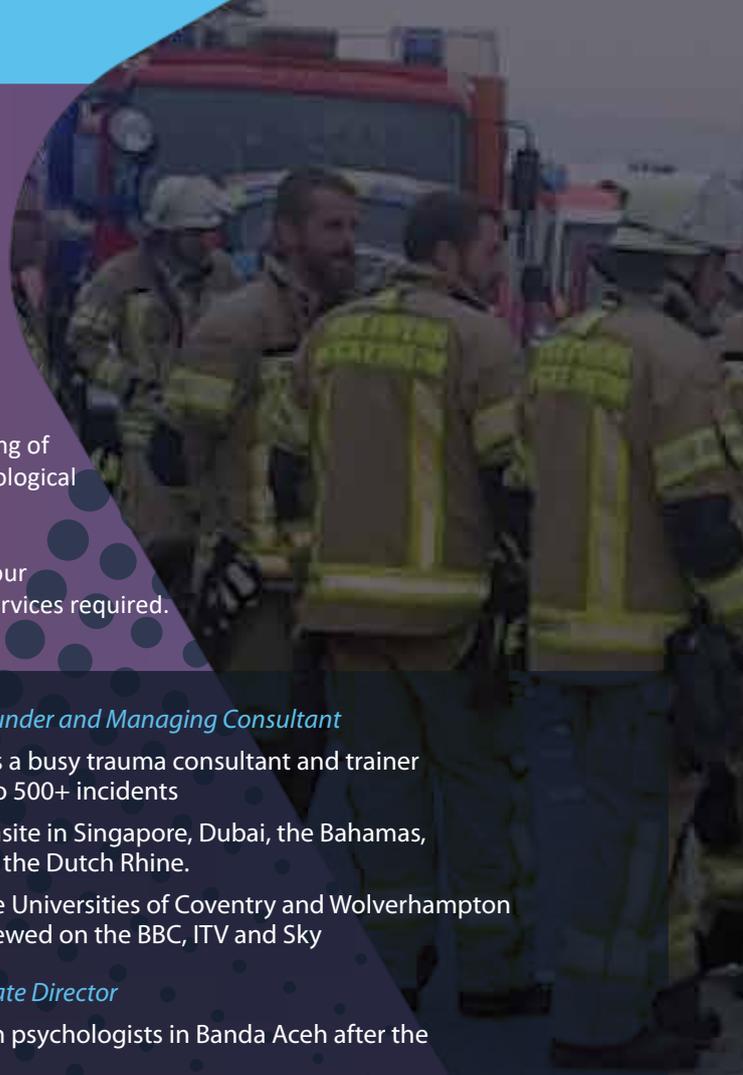
Imagine a Partnership that provides:

- access to a supplier possessing exceptional experience of reducing distress, controlling costs and protecting reputations
- a free review of your current Incident Management Plan
- 24/7 priority access to Clarity's team of Travelling Trauma Consultants
- an Incident Referral Service giving you rapid access to a Consultant when you need to refer an incident
- reassurance on discretion, qualifications and insurance
- and a 25% discount on the cost of Clarity's policy review, training and incident management services

That Partnership exists. **You can have it.**
It's called the **Paragon Partnership**

How does the Paragon Partnership work?

- • • Partner with Clarity by entering the Paragon Agreement.
- • • Pay an annual Relationship Fee which is a CREDIT against any services used.
- • • That credit is used to pay for: Consultancy (e.g. review and writing of Plans); Training courses; or Incident Response (e.g. onsite psychological support).
- • • The Relationship Fee is based upon the size and risk profile of your organisation; anticipated service requirement and any special services required.



Who are we?

Clarity's team of Specialist Consultants and Trainers is led by:



Martin Alderton *Founder and Managing Consultant*

In more than 20 years as a busy trauma consultant and trainer Martin has responded to 500+ incidents

He has recently been onsite in Singapore, Dubai, the Bahamas, Ireland, Ecuador and on the Dutch Rhine.

A Visiting Lecturer at the Universities of Coventry and Wolverhampton Martin has been interviewed on the BBC, ITV and Sky



Mark Bradley *Associate Director*

Mark trained Indonesian psychologists in Banda Aceh after the 2004 Tsunami

He was a member of the 2012 London Olympics trauma response team

Recently onsite in France, Egypt, Italy, Germany and a trainer in Kabul, Gaza and Kenya.

Policy & Planning

“Do we have a Plan?”

Every organisation needs to have a Plan that protects the psychological welfare of the people who might be affected by an incident.

Your Plan should describe how you will continue with business as usual whilst managing the Incident.

Your Plan has a name. Perhaps it's call the Incident Response Plan, or the Crisis Management Plan. The name doesn't matter as long as everyone know it exists and what it expects.

A good Plan 'lives and breathes' – it is not collecting dust on a shelf.

Whoever is responsible for your Plan should have the authority to audit it, update it and enforce it.

The Plan is reviewed every time it is used.

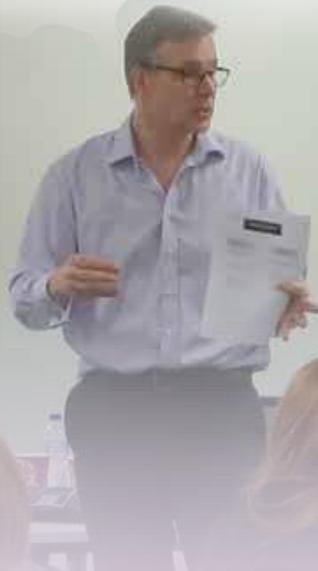
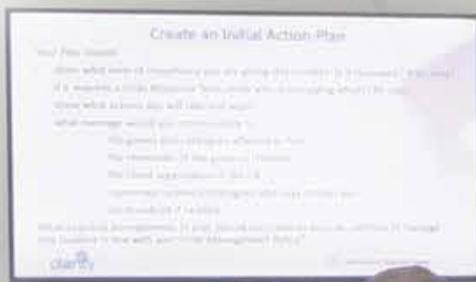
The contact lists are regularly updated.

It is audited to check it's still relevant.

You practice using your Plan.

Do you have a Plan like this?

Do you need help to write or review your Plan?



Training

Training is essential to turn your Incident Management Plan into something you could actually do if the worst happened.

Who are the people who would occupy the roles described in your Plan?

Do they know what is required of them?

Have they practiced?

Who else needs to learn about your Plan?

Who would spend time with and talk to the people affected by an Incident? Have they learnt what to do and say; and what NOT to do and say?

Managing Incidents means Breaking Bad News. Do you know how you would do that?

Imagine if someone had died or was missing. What difference would that make; what else should you do?

Training Courses and Workshops

Some examples of Clarity's range of popular Incident Management Training Courses and Workshops.

••• Defusing Workshop

Our most popular training course. This Workshop trains the colleagues who will meet and talk with those affected by an incident so they know what to say and do and what NOT to say and do. This Workshop is memorable and gives confidence to those who attend; more than 95% of whom say that on completion they could carry out the role of a Defuser

••• Telephone Defusing Workshop

Similar to a Defusing Workshop but particularly helpful for colleagues who might operate a helpline service or make proactive calls to break bad news or show care and concern during the management of an Incident

••• Crisis Management Workshop

News of a serious incident can throw even experienced colleagues into a state of confusion. This Workshop allows your Incident Management Team to practice their early response to an incident by developing an Action Plan whilst acknowledging the pressures it will put them under

••• Scenario Based Exercises

It is vital that you practice your Plan, or at least some crucial parts of it. Choose the elements of your Plan that need testing then have a scenario designed. Run the test scenario and collect the feedback and observations. These exercises provide your team with practice experience whilst identifying improvements you can make to your Plan.

••• Media Skills

Who would respond to media requests if your organisation's incident response came under the spotlight? Are they prepared? This workshop is led by a highly experienced BBC journalist who will guide you through Press, TV and Press Conference scenarios.

Outstanding. It was all good, especially the real world examples and the dialog. The instructor had an amazing blend of experience and training skills. Also great listening and facilitation skills. Thanks again for the terrific, highly practical sessions."

Scott Kania, Chief Operating Officer,
Earthwatch Institute, Boston USA



Testimonials

"The Media Skills Workshop was very interesting, everything was very useful and I learnt a lot!"

M.R., CEO, Globus Family of Brands,
Lugano, Switzerland

"The Scenario day that Clarity organised was a real success. Not only did it put our crisis procedures to the test but it gave us the invaluable chance to practice our skills in a 'safe' environment. We came away with a number of recommendations for improving our procedures and a renewed sense of confidence in our skills. Highly recommended."

Cass Miller-Jones, Head of Operations, Audley Travel

"Defusing is clear to me now, I feel more confident about what I would do during a traumatic incident. Most importantly, I know what not to do and not to say!"

Alison Skulic, Independent Tour Director

"Excellent course. A bit sceptical at first but very surprised within minutes. Martin knows his stuff! Delivers information brilliantly."

Mark Dodd, Manchester Airports Group

"Martin. What a brilliant lecture. It's the most interesting, thought provoking, helpful talk in 30 years of guest speakers."

Geoff Cordwell, Tourwise of London Tour Director





Incident Response

Nobody wants to have to respond to a serious incident. But sometimes it is unavoidable

Your team will need to act quickly, implementing the Plan that you have carefully written and practiced

You may need to dispatch a group of trained colleagues to provide support onsite - possibly in a remote location

You may need to set up a helpline

You may need to call upon trusted suppliers

During the uncertainty, confusion and distress you will be aiming to preserve goodwill and protect your reputation

Your Incident Response may only need to last a few hours, but could be much longer

Clarity's consultants provide direct support to the people affected by the trauma or tragedy, as well as advice to your colleagues who are managing the response.

They are experienced at travelling to wherever they're required. Their presence onsite and their proactive, friendly approach reduces distress and helps to demonstrate to your colleagues or customers that you are a capable, professional organisation that provides a caring response and takes incident management seriously.

Clarity uses a long-established model of best practice that incorporates the ideal elements of post-incident support designed to produce better outcomes.

We strongly recommend that your response and ours should be:

Prompt - don't delay unnecessarily. Communicate directly and quickly with those affected. Facilitate support from your trained colleagues and your trusted trauma response supplier.

Proactive - it is very important to bring support to the people needing it. Providing proactive support is much more effective at helping people to feel as they are being looked after. An example of reactive support would be providing a telephone number for people to call.

Personal - everyone who has experienced the incident has a different set of reactions: thoughts, memories, emotions and behaviours. Our response takes account of the individual and personal nature of those reactions.

Case Studies



Gulf of Mexico

Heavily armed Pirates boarded this merchant ship and opened fire. The Captain spoke with one of Clarity's consultants then asked that he came on board for two days to provide direct support to the rest of the crew.



Mykonos, Greece

Following a tragic scuba diving incident Clarity's consultant joined a tour for three days as it travelled through Greece and Albania providing direct support to the customers and management support to the Tour Director.



Singapore

Our consultant travelled to provide direct support to a large group of colleagues affected by the terrorist bombing in Sri Lanka.



North of England

After their colleague was brutally murdered at their workplace Clarity worked closely with a large team of retail workers, helping them all return to work.



Vietnam

Following the sudden and traumatic death of a guest at a luxury hotel Clarity's consultant supported the guest's partner for several days before accompanying him back to the UK.



London

Clarity advised managers and supported hotel staff and local hosts who were close to the Westminster Bridge terror attack.

“ Testimonials

“Having worked with Martin and his team at Clarity for a number of years, they form an essential part of our crisis and incident response. He has always made himself available to my clients with little or not notice and provided immediate support at the scene, a response which makes a huge difference to our Tour Operators' clients and employees. As a result of Clarity's involvement and measured approach we have had hugely positive feedback from our insured and those he has assisted. I would recommend their services unreservedly to Tour Operators, Corporate clients and Insurers.”

Claire Mulligan, Partner, Head of Travel Department at Kennedys Law

“With the assistance of Martin Alderton of Clarity we have just completed a new training video on handling major incidents for our worldwide markets. Martin's input was invaluable from start to finish. Not only did he use his professional clinical skills but he also handled the script-writing, much of the presentation, direction and technical issues. Having decided to do this largely in-house, we could not have completed this project without his contribution and, as a result, we have an excellent and cost-effective new training tool.”

Tim Robinson, Former Vice President, Tourama Limited

“Martin is a very safe and experienced pair of hands at a time of crisis. He and his highly-trained team of counsellors have handled a great many crisis situations worldwide. I have no hesitation in recommending Clarity Stress and Trauma, for any crisis scenario; you will be assured of the best help available at a difficult time, whether for your clients, their relatives or your own staff – or, indeed, all three.”

Sue Ockwell, Founder Director, Travel PR

“Just want to mention again, how good it was to work with Mark. All of our clients really enjoyed his visits and felt very comfortable with him. He fitted into our team perfectly, and was at all times a true gentleman. Altogether a very positive experience in a difficult situation.”

Sabine Steffen, Avalon Waterways

“I was really pleased to hear that you had been appointed to deal with the case involving a client of Sports Travel International Ltd. Ashley Gowing, the MD is a really good friend of mine. He mentioned that you had done a really good job helping the family as well as his staff members who witnessed the incident.”

Vito Sepe M.Inst.TT. Dip ClI, , Senior Account Director, James Hallam Ltd



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