



**Black
Swan**
SOLUTIONS

Assisting People & Organizations in Crisis

Crisis Management Services



Crisis Management Tools for the 21st Century

Critical components of effectively managing the human impact of a crisis situation:

- ✓ Rapidly notifying and mobilizing the crisis response team
- ✓ Activating a highly responsive telecommunication infrastructure with experienced staff to handle a high volume of emotional inquiries
- ✓ Accounting for people
- ✓ Providing timely and consistent information and direction
- ✓ Centralizing and managing information through a web-based platform
- ✓ Coordinating and deploying victim and family assistance
- ✓ Supporting Human Resources post-crisis communication demands regarding altered work schedules, locations, benefits, etc.



Black Swan Solutions®

Black Swan Solutions assists organizations in preparing for, responding to and recovering from the human impact of crises.

Our turnkey approach integrates the expertise of experienced, masters-prepared professionals with state of the art technology.

We mitigate organizational risk by ensuring that people get timely and accurate information, as well as the human support they need during and after a crisis.

In responding to crises ranging from data breaches to mass casualty events, our client organizations, among the most recognized brands in the world, rapidly communicate with stakeholders, demonstrate compassion for victims, and protect their reputation.

Disaster Information Management System (DIMS[®])

Black Swan's proprietary DIMS combines four critical emergency management components: Day-to-day Messaging, Emergency Alerts (including accounting for people), Incident Management and Victim/Family/Responder Database.

Day-to-Day Messaging

Communicate with groups or an entire population via broadcast or two-way email, text and voice messaging.

Team and Responder Management

- Maintain demographics of ER/CM Team members, including documentation of annual training
- Select responders for a particular incident based on specific criteria (e.g. a Spanish-speaking male in the Chicago area)

Emergency Alerts/Accounting for People

Leveraging email, text and/or voice messaging to: Notify individuals of the crisis, provide guidance on actions to be taken (shelter-in-place vs. evacuate), request that displaced individuals account for their status and location so they are not identified as missing, and apprise the workforce of disaster recovery strategies.

In addition, safety wardens or those in a comparable role have the ability, via smart phone, to:

- Quickly access their pre-assigned group to report who is missing
- Provide details about those who still may be trapped or injured
- Generate reports for first responders to focus their search and rescue efforts

Incident Management

Our user-friendly, web-based system allows for the secure sharing of real-time information across multiple locations and includes features to: Create a virtual Command Center, document chronological activity, and upload checklists, maps, press releases and other documents.

Victim/Family/Responder Database

Allows Black Swan clients to: Collect, manage and report on the demographics of victims, family members and responders, archive nearly unlimited data associated with multiple events and track incident-related expenditures.

High Touch Tools

Crisis Call Center

Black Swan Solution's service model integrates behavioral health support, crisis management and a specialized call center to effectively respond to large-scale critical incidents, mass casualty events and service disruptions.

Our crisis call center is the only one of its kind and strictly uses a staff model; no third party call centers are utilized. The call center is staffed with masters-prepared crisis response professionals who are highly trained in responding to incident related inquiries.

Experience

Our team has responded to crisis situations of all kinds. They have actively managed numerous events, including hijackings, aviation accidents, hurricanes, bombings and the terrorist attacks of 2001. More recently, our call center has been activated in response to a hostage event, workplace explosion, air show tragedy and Superstorm Sandy.

Process

Services are accessed via a toll-free Disaster Alert Line, staffed live 24/7. The Crisis Call Center can be operationally ready within one hour of notification. Staffing is scaled to customer specifications.

Throughout the response, we maintain continuous communication with leaders from the affected organization via a secure conference bridge line. Information is also shared real-time within the web-based Disaster Information Management System.

Services

The call center can be activated for events ranging from a mass casualty event to a data breach or product recall. On behalf of the client organization, we can:

- Proactively initiate contact with affected individuals and families
- Process from 50 to 3,000 calls per hour
- Record incident-specific messaging
- Provide information and support to callers
- If applicable, describe telecommunication disruption in the vicinity of the incident and explain its effect on communication
- For mass casualty events, assure callers that information from the incident scene and local hospitals is being gathered and cross-referenced so that families can be provided with accurate and timely updates
- Maintain contact with and provide support to affected individuals

The Crisis Call Center can also be utilized as a post-crisis information center, guided by Human Resources, to:

- Track affected employees' locations, status and needs
- Answer questions about altered work schedules, locations and benefits

High Touch Tools



In-Person Services

Black Swan Solutions boasts a network of over 10,000 responders nationwide and over 5,000 internationally. This depth of coverage, paired with our 24/7 crisis call center, allows us to respond to multiple, simultaneous crises worldwide. In-person support is typically recommended for incidents where individuals have been subjected to a trauma or multiple injuries or deaths have occurred.

On-Site Crisis Support

Regardless of the type of crisis, affected individuals will typically display an array of reactions. Our experienced crisis response counselors can be deployed to the specified locations to:

- Conduct individual and group debriefings to normalize reactions and promote resilience
- Offer educational presentations
- Provide management consultation centered on helping the organization transition to a “new normal” post-event

Victim & Family Assistance

Should the incident result in multiple injuries or fatalities, the organization may wish to establish a Family Assistance Center (FAC), typically a large hotel, in or near the incident city. Centralizing victim and family assistance allows families to:

- Gather as a group
- Obtain information as verified by investigative authorities
- Receive updates and support from the organization
- Have access to the local Medical Examiner or Coroner to ask questions and participate in the victim identification process

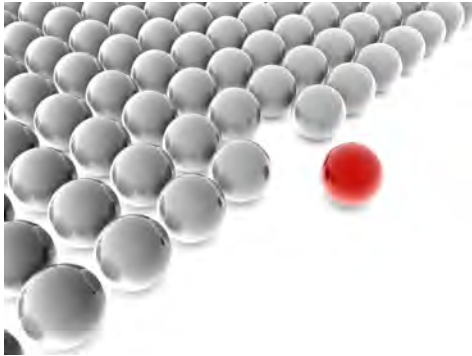
Black Swan Solutions responders can be paired 1:1 with victim families to offer support and logistical assistance to families in the immediate aftermath of an incident. On behalf of the client organization, we can:

- Coordinate family travel
- Pair responders 1:1 with victim families
- Establish and staff FAC operations
- Provide assistance in coordinating a briefing with investigative authorities, and if appropriate, private meetings with the local medical examiner
- Plan a memorial service

Black Swan Solutions®

We specialize in providing readiness, response and recovery services to organizations worldwide.

Addressing the human-side of crises is what we do best.



Vendor of Choice

As a leader in disaster readiness, response and recovery services, we boast a client list that includes some of the most high profile, prestigious organizations in the world. We are trusted as the premier turnkey solution for professional sports leagues, banks and financial institutions, airlines, colleges and universities, and companies within the chemical and communications industries.



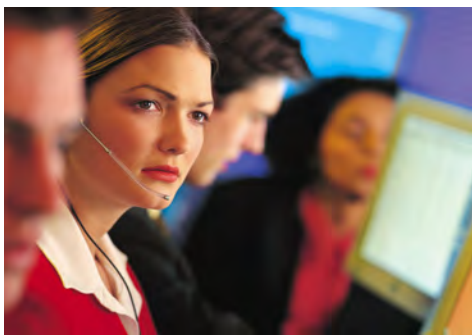
Experience

Our staff members are highly trained professionals with extensive experience preparing for and responding to some of the world's worst disasters, as well as day-to-day traumatic events at organizations nationwide. Our experience spans events ranging from terrorist attacks, natural disasters, criminal acts of violence, fires, hostage situations and transportation accidents.



A Unique Continuum of Services

Black Swan Solutions is unique among the industry with a turnkey solution that assists organizations through every phase of a disaster, from preparation through response and recovery. Our services help organizations to craft a plan that best meets their needs and budget while also protecting their most important asset, their people.



Cutting Edge Technology, Professional Response

Our one-of-a-kind crisis call center, operational within one hour, means that your organization can rapidly receive and process inquiries from concerned family and friends, displaced employees, authorities and the media. Our call center is unique in that it is staffed with masters prepared or doctorate-level mental health professionals who are adept at addressing the emotional needs of callers and providing a calm response in the midst of a stressful situation. Real-time data collection and reporting provides a way for your organization to respond to information requests accurately and knowledgeably.



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