

The logo features the text 'CB3 Tiger Team' in a bold, sans-serif font. 'CB3' is in dark blue, and 'Tiger Team' is in orange with a yellow-to-orange gradient. The text is set against a background of light blue concentric circles and curved lines.

# CB3 Tiger Team

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**“Listen for the creak of the bow, not the whistle of the arrow”**

**Definition: Tiger Team n.(military jargon) - a specialized group that tests an organization's ability to protect its reputation in times of crisis and trains that organization to deal with the media in specific circumstances.**

**Times are uncertain – politically, financially and socially. The 2010 UK general election proved the impact of media engagement on reputation. In crisis, what one says and does can have direct impact upon reputation, share price, even company survival.**

**Can you afford not to be prepared? Or are you willing to, and can you afford to, risk it? To answer these questions just look at BP, Toyota, Prudential, British Airways ... the list is long – big companies and small.**

**The CB3 Tiger Team will prepare your senior management, spokespersons and subject matter experts to handle a crisis being played out in the media. Through detailed, forensic, independent and unbiased examination of your issues, critical assessment of potential crises, and specific, tailored training in crisis communication, your organization can be prepared to handle a media onslaught. Our flexible workshops are punchy and to the point. And they're designed specifically for you, not off the shelf.**

**CB3 Tiger Team's consultants, all having extensive experience with national and international media – print, radio, broadcast and social media - have already worked with:**

***Axa Insurance; Bank of England; Bradford & Bingley; Buena Vista Home Entertainment; Cisco Systems; Charcol; Chubb; Esso; First Great Eastern Railway; General Accident Property Services; IBM; Invesco; KPMG; Marks and Spencer; NHS; N.M. Rothschild and Sons Ltd; PriceWaterhouseCoopers; Rentokil Initial; Rolls-Royce; Santander; Thames Water; WAGN; Zeneca Astrochemicals.***

But what does the CB3 Tiger Team really deliver ...

*“Not just a nice to have but a need to have. And if you haven’t had it when you need it, frankly, it’s just too late!”*

*“A crisis management exercise for the mind.”*

*“All the thinking, analysis and training you need, at a time you can afford – not when you can’t and desperately need to.”*

*“For your crisis comms plan - a rounded, and invaluable, mixture of an MOT and service, a medical check up and mental fairground ride all rolled into one.”*

*“It’s not just about time in front of a camera. It’s more about all the thought processes and preparation beforehand.”*

*“Strategy is important, but without being able to deliver it ... that’s when it can all go wrong.”*

... and what do people say about us and our consultants.

*“Excellent insights into the media world”; “Dramatically increased knowledge of media and how to deal with it”; “Very supportive with fantastic real life experiences” - Bradford and Bingley/Charcol*

*“CB3 is a delight to work with. They adapt to every project with such enthusiasm, professionalism and valuable experience, that the result is always great - happy clients ... who come back for more!” Thomson Reuters*

*“Excellent”. “Concentrated practice and analysis - tremendous.”- Developing Top Management Programme, CMPS*

*“Fantastically energetic, endlessly creative, and tirelessly focused on developing people to be their best.” NATO Public Diplomacy Division*

*“The course was presented by respected practitioners in the media world. Their messages came across well because of their journalistic background and sympathetic style.” - Small Business Service.*

If you think you can risk it, that’s fine. But if you don’t, contact the team that will prepare you because, one day, it could be you!

**CB3** Tiger Team