

# Crisis management is becoming increasingly common in the business world

**More companies need support with crisis management from occupational health services, as the share of crisis assignments increased by 30 percent between 2022 and 2023. This is shown by statistics from Avonova, the leading provider of occupational health in the Nordics, and their experts also note that more investment is needed in employees alongside technology.**

"There are many challenges in society right now. We are experiencing economic uncertainty with high interest rates and a price level that has been driven up. In addition, there is growing societal insecurity and a global context marked by conflicts and tensions. Altogether, this results in adverse health effects in many workplaces," says Per-Nicklas Olofsson, a psychologist and organizational consultant at Avonova.

## **Don't forget the employees**

Even though many organizations are making significant investments in risk management, these efforts need to be broader. Areas such as cybersecurity and physical security measures often receive ballooning budget allocations. These are important components of the crisis structure; however, investments in employees' crisis competence are frequently overlooked. The foundation for successful crisis management is thorough risk assessments that culminate in crisis plans and crisis management structures.

"Training employees and proactively engaging in psychological support measures as well as practical drills is something that far too often is missing. At the same time, we know that organizations with these efforts come out significantly better from a crisis," explains Per-Nicklas Olofsson.

## **More crises require broader planning**

Crisis management is considerably more complex today than it was just a few years ago. Previously, it was mostly about preparing for events like fires, robberies, and sudden individual deaths. Today, there are many more scenarios when it comes to crisis situations, and consequently, many more aspects that need to be prepared for. Yet, despite this evolution, many companies are not adequately prepared for unforeseen crisis events.

"Even though it may sound like a difficult equation to figure out, it is all about getting ready for the unpredictable. It is impossible to forecast every single event, but an organization that prioritizes crisis awareness and flexibility will perform better. This also increases the likelihood that you will act with confidence and calm during a crisis rather than rushing to make incorrect decisions," Per-Nicklas Olofsson adds.

## **The expert's five tips for crisis management in a company**

1. Develop a long-term crisis plan and update it regularly. Remember that a crisis plan today needs to be far more comprehensive than it was just a few years ago, considering the complexity and evolution we have witnessed in society recently.
2. Do not forget to work on internal communication and ensure that the crisis plan is well known within the organization.
3. Train managers, team leaders, and internal crisis groups in accordance with AFS 1999:7 – First Aid and Crisis Support.

4. There is significant value in joining a crisis hotline support service for managers to turn to in acute situations.
5. Finally, it is important to provide psychological and social care in association with a crisis, as well as to ensure that crisis support continues even after the immediate phase. This involves, among other things, capturing possible after-effects and addressing further needs, such as counseling support.

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**About Avonova**

Avonova is Nordic's leading provider of occupational health services and is the only Nordic occupational health services provider with a fully integrated hybrid digital/physical delivery model.

Avonova offers a comprehensive range of services to promote well-being and reduce absences, among employees of companies and institutions of all sizes and in all industries. It is leading in preventive evidence based occupational health services in highest impact areas, such as presenteeism, vaccination, and drug testing and rehab.

Avonova has its main offices in Larvik, Norway and Stockholm, Sweden and delivers its services digitally and from 166 locations in Norway and Sweden, by about 1 100 employees – mainly physicians, psychiatrists, nurses, and workplace engineers. For more information, visit [www.avonova.se/no/fi](http://www.avonova.se/no/fi).