

## **Cost-Effective On-Line Crisis Simulations Help Play-Out “What If” Scenarios** *by Caroline Sapriel*

Under the current and forthcoming budget constraints, organizations can continue to practice and play-out scenarios and strategies with the help of ICONS, the on-line crisis simulation tool developed by the University of Maryland Center for Conflict Resolution and Management.

Traditional crisis simulation exercises require resources, funds and the availability of executives. However, in the current context of expense monitoring and travel freezes, organizations may hold back on staging of such exercises for the time being.

More than ever, in the present financial and economic climate, organizations must be able to plan and practice “what if” scenarios to steer their course, address complex business challenges and define sustainable strategies effectively.

Comes ICONS. The tool enables multiple participants to practice scenarios virtually from their desk across time zones, thus avoiding time-consuming face-to-face simulations. The ICONS simulation approach is ideally suited to help organizations practice pre and post crisis phases as well as uncover opportunities to turn potentially negative situations into positive outcomes. It enhances the ability to anticipate, prevent, mitigate and recover from adverse situations.

In partnership with the University of Maryland, ICONS is exclusively brought to the private sector by CS&A. For more information, please contact [caroline.sapriel@csa-crisis.com](mailto:caroline.sapriel@csa-crisis.com).

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