

# 5 KEY BENEFITS OF RESILIENCE COMMUNICATION

Maintain a sustainable TRUST in your ecosystem whatever happens



## LOWER INFORMATION LEAKAGE

With communication rules properly laid down on what can and cannot be communicated, and how, information leaks are reduced to a minimum, whether it is through social media, traditional media, informal chats, and misuse of AI.



## 100% EU AND SWISS COMPLIANT

Some cyber procedures are subject to GDPR, DORA and NIS-2 EU regulation. Swiss authorities impose companies to respect nLPD and report a cyberattack with the CSO.



## CLIENT TESTIMONIAL

*Our partnership with Oz'n'Go in building a comprehensive resilience communication plan proved invaluable. We feel much more confident to respond to a cybersecurity event and protect our clients' trust. This experience demonstrated the importance of being proactive and transparent, ensuring stability in even the most challenging times.*

**A MANAGING DIRECTOR OF A MFO**



## MITIGATED REPUTATIONAL RISK

By knowing in advance what will be said and how to your teams, clients, partners, etc., you reduce the risk of losing their trust, and avoid the spread of misinformation.



## QUICK CRISIS TURNAROUND

Preparation boosts competence to quickly/confidently convey a coordinated message to different audiences, greatly reducing the risk of reputational escalation.



## YOUR TEAMS WORKING AS ONE

Training, simulations and coordinated communication improve team cohesion, with the rules of communication becoming practice.