



The specialist risk, reputation  
and crisis management consultancy



FAMILY OFFICES

**From Concern to Confidence**

## From Concern to Confidence

We help you, your family and your employees to stay safe. We protect your business interests and reputation. We work closely with your team of assistants and advisers with this in mind.

Our model is pre-emption and prevention - to stop issues and incidents of all types from becoming crises. The potential for crisis is never far away. We surveyed 800 entities, including those representing family interests. One in three had suffered a major crisis in the previous five years<sup>1</sup>.

With that in mind, here are some QUESTIONS you should be asking:

1. Have we identified the various adverse events that could affect us – within the family and against our wider interests?
2. Do we have an endorsed and rehearsed plan to deal with them?
3. Can we quickly manage bad press and social media?
4. Do we have procedures for safe travel?
5. Do we comply with sensible security, cyber and social media precautions?
6. Can we deal with sudden succession issues from all perspectives?
7. Are our relationships, health and wellbeing in good order?

## Further information

**John Deverell CBE**  
john@deverellassociates.com

**Mark Evans**  
mark@deverellassociates.com

**Susanna Deverell**  
susanna@deverellassociates.com

## Our three-step process enables The Prepared Mind™ and provides the ANSWERS

### 1. REVIEW

- Assess vulnerabilities
- Identify gaps in your team's procedures and thinking
- Facilitate a short scenario-based workshop to test preparedness
- Make recommendations

### 2. REMEDY

- Develop contingency plans<sup>2</sup> to ensure the safety and wellbeing of your family and those around you
- Check that the thinking behind the plans is embedded
- Enable your team of advisers, assistants and representatives to work in a timely and mutually-supporting way
- Ensure the use of initiative and forward-thinking to resolve situations

### 3. ACT

- Advise on incident and issue management and provide personal support
- Follow up and review

<sup>1</sup> [https://media.irmagazine.com/library/crisis\\_communications\\_report\\_june\\_2012.pdf](https://media.irmagazine.com/library/crisis_communications_report_june_2012.pdf)

<sup>2</sup> See our website [www.deverellassociates.com](http://www.deverellassociates.com) for detail on how our plans are typically constructed

## Scenario-based workshops and interactive talks

Seven key benefits:

- Tailored to your specific needs.
- Gives your advisers and representatives the opportunity to consider relevant scenarios in a non-threatening environment – in the calm light of day.
- Empowers your lawyers, investors, reputational experts, security, personal assistants and family members - and others as applicable - to work as one team.
- Helps the team to understand and take into account each other's perspectives.
- Prepares the team to identify and handle incidents and issues in the most comprehensive and timely way.
- Embeds the notion and practice of flexible contingency planning and use of appropriate initiative.
- Enables The Prepared Mind™

## The Prepared Mind™ team

A former manager of Control Risks cites us as “better than the market leader”.

We bring years of personal experience to provide best practice in dealing with stressful situations and issues.

We have held senior positions in corporate security, private banking, reputational PR, the Foreign Office and the SAS.

Our own families attended international schools and have lived and travelled in the most diverse places.

We know from first hand experience that wealth cannot provide a shield against misfortune. Indeed, it can make those who have wealth a constant target.

In addition to our own core capabilities, our close associates provide professional support in counselling, coaching, diplomacy, cyber-protection, mediation, intellectual property protection, business intelligence and financial protection.

In short, we complement the family's trusted advisers and representatives, supporting the family and all those connected with them – and providing peace of mind.

## What our clients say

*“In a short space of time we examined and improved the plan against a well thought through and challenging scenario and managed to embed the thought process for dealing with such incidents within our senior team”*

**Bill Moore CBE – CEO The Portman Estate**

*“The Prepared Mind team provided us with a plan and two first-rate scenario workshops that enabled us to enhance our preparedness to deal with potentially damaging situations emanating from a variety of causes”*

**Family office CEO – internationally-famous industrialist**

*“DA worked with senior management to instil a culture of ‘the Prepared Mind’. DA met our needs to complete satisfaction. I strongly recommend them”*

**Ulf Henriksson – CEO Dematic Group**

*“The most comprehensive policy document on risk that I've seen”*

**Alex Martin – Director, Atkis Strategy Ltd**

*“An absolutely brilliant performance by the finest senior strategic mind I have ever encountered.”*

**Lt. General Dayton – Security Coordinator for US Secretaries of State Rice and Clinton**

Contact us at  
[www.deverellassociates.com](http://www.deverellassociates.com)

DEVERELL ASSOCIATES | LONDON

[info@deverellassociates.com](mailto:info@deverellassociates.com)

+44 (0)7713 501 901

*‘Fortune  
favours the  
prepared  
mind.’*

LOUIS PASTEUR

