

THERESE NECIO-ORTEGA

Communications and crisis management specialist; founder and principal, TNO Link Concepts



Therese Necio-Ortega is a specialist in corporate communications, crisis management and public relations. She advises companies, public institutions, service providers and non-profit organisations.

Her engagements run the spectrum of key corporate activities, from branding and event management to web content management and corporate social responsibility.

Therese is a graduate of the Stanford University Senior Executive Leadership Program and attended its Rock Center for Corporate Governance.

She has provided consultancy to multinational energy companies, start-up businesses and technology firms and was a private-sector participant in the 2012 Annual Meeting of the Asian Development Bank.

In addition, she has led marketing communications and brand-building initiatives at Sun Life Financial Services (Asia-Pacific), the Peninsula Hotels, JW Marriott Hotel Hong Kong and Hyatt International.

‘The best time to prepare for a crisis is when things are going well and looking up. Risk and change are the new constants in today’s highly interconnected world’

Crisis? What crisis?

Some of the most challenging issues that come to the boardroom today relate to corporate image – how a company is viewed by the market, its peers, investors and employees during a crisis.

Often, they appear straightforward enough and require little more than a few adjustments to company policy. But the most important aspect of the problem is likely to be somewhere below the surface – if not deep in the inner workings of corporate culture – and is likely to be missed.

When business leaders spend an inordinate amount of time trying to see where the problem lies, it’s time for some serious soul-searching.

Pinpointing weaknesses in corporate reputations, buttressing them and seamlessly nursing them to health is as important – even more so – than maintaining an immaculate image.

TURN IT AROUND

The Chinese word for “crisis” consists of two characters that translate to danger and opportunity.

BEEN THERE. DONE THAT

Although it may feel and look familiar, every crisis is different from the next. Are you paying enough attention to the small details?

INTEGRITY

How do you emerge from a crisis with your integrity intact? Are you prepared for future shocks?

