



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



Crisis Management

21 – 25 January 2024 - Dubai



INTERNATIONAL ASSOCIATION FOR
HEALTH AND OCCUPATIONAL
SAFETY AND THE ENVIRONMENT



EFQM
Member



Course Overview:

At any moment, an organization can encounter a crisis that jeopardizes its health, reputation and prospects. How prepared are you right now to lead your organization through such a crisis or business disruption?

A crisis is some incident and emergency event that leads to an unstable, uncontrollable, and hazardous situation in a company, and it happens far more often than we'd like. Any business and any department can face a problem or an emergency, and effective crisis management is the responsibility of people in charge. They should know how to prevent this situation and have an incident response plan. Thus, crisis management skills are critical, and our crisis management course can help you to develop them.

In this crisis management course, participants will learn how to conduct a risk assessment and identify potential risks at early stages – managing crises before they happen. Besides, they will learn how to see a potentially harsh situation from a multi-stakeholder perspective and act appropriately through emergency response frameworks and an incident response plan. Participants will also review how to make and manage a special team with properly assigned roles and responsibilities, as well as learn everything they should know about reputation crisis management: controlling brand image and reputation, interacting with press and media, and normalizing social media communications. By the end of the course, you will know how to establish and improve organizational resilience, set and exercise clear rules and procedures for handling crises.

Course Objectives:

Upon completion of this course the participants will be gain to:

- Realize what a crisis is and how to deal with it properly
- Adapt a crisis management philosophy that helps you to be prepared
- Learn more about cyber threats and how to handle them effectively
- Consider your responsibility to be ready for a crisis
- Understand the fundamentals of business continuity management
- Master the best collaboration techniques in crisis management teams
- Know how to deal with brand image and reputation during a crisis
- Study the best business cases and apply best practices to your situation
- Bring your organizational resilience to the next level
- Be aware of the essentials of change management

- Immediately apply the learned materials right at your workplace

Who Should Attend?

The Crisis Management course is designed for:

- Business Continuity Manager
- Disaster Recovery Managers
- Emergency Management
- Crisis Management Executives
- Senior Management
- Operations Managers
- Anyone who wants to know how to respond to crises effectively

It aims to help you assess both your company's preparedness, as well as your own responsibility to manage risk.

Course Outline:

Day 1:

Pre-Test

Introduction to Crisis Management

- Definition of a Crisis
- Definition of Crisis Management
- Crisis Management Philosophy
- Changing world of crises

Crisis Management Models and Theories

- Characteristics of crisis management
- Types of crisis situations
- The phases of a typical crisis
- Categories of crisis risk
- Identify the need for crisis management
- Key elements of a best practice model for crisis management

Day 2:

Risk Assessment

- Risk Management Assessment
- Types of Risk
- Identifying Risks Early
- Cyber Threats

Self-Awareness in Crises

- Change Drivers
- Understanding crisis from a multi-stakeholder perspective
- Assuming responsibility for a crisis
- Responding quickly and appropriately

Day 3:

Responding to a Crisis

- Emergency response frameworks
- Steps in responding to an emergency
- Planning for emergencies in advance
- Creating an incident response plan
- Business Continuity Management - ensuring continuity of the critical processes of a business

Crisis Management Teams

- Developing a crisis management team
- Assigning roles and responsibilities
- Collaboration techniques in crisis management
- Training and coaching of the crisis management team

Day 4:

Crisis Management Planning

- Benefits of having a crisis management plan
- Recommended practices in crisis management planning

- Guidelines for preparing for potential risks
- Guidelines for developing crisis management plan
- Business Continuity Plan
- Disaster Recovery Plan
- Crisis Communication Plan

Crisis Communications

- Brand image and reputation
- Assigning key stakeholders as spokespeople
- Determining a leader for the crisis communications team
- Establishing a chain of command for crisis communications
- Developing holding statements
- Interacting with press and media
- Social media communications

Day 5:

Developing Organizational Resilience

- Building 'listening and monitoring' systems
- Developing strong feedback mechanisms
- Building stakeholder listening posts
- Advanced contingency planning for crises
- Fundamentals of Change Management - learn from emergencies
- How to prevent a crisis from happening again and lessons learned

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session