



STRATEGIC Crisis Management

Course Introduction:

This interactive and participative course will demonstrate that it is possible for an organisation to plan for those 'Unexpected Challenges'. It covers the best practices and the proven way of successfully dealing with a crisis. This course will constructively help delegates to develop those essential crisis management skills and reveal how to effectively use advanced techniques that will improve leadership performance at that critical time.

Delegates will gain tangible results with up-to-date case studies and exercises to reinforce key learning points for immediate implementation at their workplaces. This course will ensure you do not make the same mistakes of those other Crisis Managers. Your organisation must be prepared; without delay it needs to identify all potential vulnerabilities, map out the possible crisis scenarios and mitigate shortcomings.

Course Objectives:

By the end of the program, participants will be able to:

- Acquire an in-depth knowledge of the key aspects of Strategic Crisis Management
- Develop strategies so ensuring you and your organisation responds efficiently and effectively
- Understand the five deadly leadership behaviours and six winning strategies in a crisis
- Learn the fundamentals of organising and managing Crisis or Emergency Control Centres
- Acquire step-by-step guide on how to plan for more beneficially rewarding multi-agency exercises

Who Should Attend?

This course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes case studies and several group exercises, participative lectures with handout materials, manual, and slides. Syndicate work-shops and reporting back sessions will encourage a fully participative and an enjoyable event.

Course Outline:

Module 1: What should be in place before the Event?

- Understanding Crisis Management and how to manage a Crisis
- Consider the complete range of risks facing businesses in the 21st century
- Crisis Managers - Roles & Responsibilities - manage the issue before it becomes a Crisis

- Who else inside and outside the organisation should be involved?
- Five deadly Leadership behaviours & Six winning strategies
- Understanding 'denial-curve' and 'group-think' syndromes

Module Two: Pre-planning, who and what else should be Considered?

- Case Studies, why some companies fail and others survive?
- Who owns the mitigation process?
- Developing and Implementing Emergency Plans
- Crisis Management and Communications. Emergency Centre/s
- Developing and implementing a Business Continuity Management (BCM) strategy
- Business Impact Analysis. Case Study and Workshop

Module Three: Dealing with a Crisis - the 'Communications' Perspective

- Command and Control Issues. Operational, Tactical and Strategic
- On Scene Crisis Management, essential elements for success
- Reputation Management - Managing the Media.
- Organising a Press Conference & step by step guidance on how to conduct TV interviews
- BP Press Conferences – What went wrong?
- Exercise: Crisis Communications Strategy

Module Four: Incident Management & Aftermath

- Alerting and Warning. Case Studies. What can go right and what can go wrong
- Major Incident Simulation - Role Playing Workshop
- Potential Psychological & Welfare problems in Crisis Management
- How to improve staff morale and confidence in the process
- Questionnaire, are your batteries in good condition?

Module Five: Essential Post Incident Actions

- Exercises: a programme of learning and of validating plans and procedures;
- How to get advantageous results from an exercise

- Post Incident evaluations, de-briefing skills - managing the de-briefs - hot and cold
- Critique report writing, executive summaries and recommendations
- Closing the loop. Implementing the recommendations, continuing the process
- 3 disastrous Case Studies with the same cause, are we learning from others?

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:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

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

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