



DEVELOPING

A Crisis Management Strategy

Course Introduction:

This course is designed to show delegates how to create a crisis management procedure that is both workable and flexible. By its very nature, a 'crisis' is something that usually happens unexpectedly. Then it has to be dealt with; often with limited, or inadequate, resources. Even companies that have crisis management procedures often find that when put to the real test, they are cumbersome and unworkable. This course uses case studies of different crises from the business and corporate world. It examines good and bad examples of crisis management and 'crisis mismanagement'. In any crisis management planning, the first thing to ask is "What possible crises could we face?" The second is, "What resources do we have, or need, to deal with each of these possible scenarios?" So how good is your organization at seeing potential crises and planning for them? This course will teach the core skills needed to put together a strategy that is both realistic and practical, and which has the best chance of success, when (not 'if') the unexpected happens.

Every experience of a disaster has shown how normal people may have to rise to the tests of a crisis, which includes securing the reputation of their company / organization and getting out of difficult situations. These people may have to handle the media and competition, aiming at knocking them down. The most important element of crisis management is to ensure that the continuity of the company / organization is maintained, and rises above the short term challenges of the crisis.

Course Objectives:

- Delegates will learn the key skills of crisis management planning
- Delegates will be able to anticipate many of the issues and incidents that could go wrong with regard to the company / organization
- They will learn how to identify the root causes of the problem and communicate facts in a clear and effective manner
- They will have a clear understanding of the elements involved in good crisis management
- They will leave with the tools and skills required to create a workable and realistic crisis management procedure in their organization

Who Should Attend?

All staff who are involved in crisis management planning for their organizations, or personnel who will be put in 'the front line' if a crisis occurs

Course Outline:

- What Is 'Crisis Management'?
- Background Information

- The Structure Of A 'Crisis'
- Identify Root Causes - 'Prevention Is Better Than Cure'
- Ensuring The Correct Flow Of Communication Within The Company / Organization & To Its Stakeholders
- Be Effective & Efficient In Managing The Media
- Case Studies: Tylenol 1982, Toyota 2009, BP 2010,
- The Gulf Region & Crisis Management
- Dealing With The Media
- Perceptions In A Crisis
- Opportunities In A Crisis
- 'Do's & 'Do Not's In A Crisis
- Preparation For A Crisis
- Forming Your Team
- Crisis Psychology
- Who Are Your 'Audiences' In A Crisis?
- Are The Right Resources In Place?
- Contents Of Your Crisis Management Manual
- Checking (& Rechecking!) Your Procedures
- Your Crisis Checklist
- Your Own Personal Action Plan For Future Development

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

