



3 Days Certified Crisis Management Specialist Workshop

Duration: 3 Days

Language: English

Course Delivery: Classroom

Course Description

Based on latest Crisis Management standard BS 11200:2014, this workshop comprises 2 parts:
A. Introduction to Crisis Management, various types of Crisis, and Crisis Management strategies
B. Building a Crisis Management plan

The objective of the workshop is to enable participants to get a good understanding of Crisis Management not by just talking about it, but by living it. Multiple case studies simulate real-life experience. Participants in this interactive workshop react to crisis situations as they unfold, experience first-hand the challenges of appropriate response and gain an appreciation of the critical need for proactive planning, exercising and maintenance. Participants are given an overview of the various types of Crisis Management tools and the strategies for managing crisis. This fast-paced workshop is conducted in interactive manner to which participants will need to respond. Other training methodologies include classroom training and individual/group exercises, videos and group discussions.

Prerequisites

There are no formal prerequisites for this course, but it is recommended that the participants have some understanding and experience about crisis management and related domains like BCM.

Audience

All employees that are involved in or need to support the crisis management initiative within the organization. Particularly those from domains such as Crisis and Risk Management, Emergency Planning, Business Continuity Management, Corporate Communications, Operations, Facilities, Administration, Physical Security, HR, Audit, Legal and Compliance

Learning Objectives:

- Understand what a crisis is and means to your company or organization
- Understand the Crisis Management and crisis mindset it takes to overcome a crisis in record time
- Know what mistakes to avoid at all costs
- Be able to detect the red flags that indicate a crisis on the rise
- Be able to assemble the right crisis team for your organisation
- Be prepared with the initial three steps to responding to a crisis situation

Course Outline

MODULE 1: Introduction



1. What is an Incident
2. What is a Crisis
3. Characteristics of a Crisis
4. How, When and Why of a Crisis
5. Defining a Crisis (A few definitions)
6. Types of Crisis

MODULE 2: Crisis Management

1. Crisis Management by definition
2. Why is Crisis Management needed
3. Relationship between Incident Management, Emergency response and Crisis Management

MODULE 3: BS 11200:2014

1. To understand the standard BS 11200:2014
2. What is BS 11200:2014
 - a. Core Concepts
 - b. Building Crisis Management Capability
 - c. Crisis Leadership
 - e. Crisis Communications
 - f. Training, Exercising and Learning from Crises

MODULE 4: External Factors

1. Understand Societal Security aspects of Crisis Management
2. Role of Civic Authorities in Crisis Management
3. Crisis Management bodies
4. Ways of overcoming Crisis

MODULE 5: Model

1. Crisis management perspectives
2. 5 stage process
 - a. Signal Detection
 - b. Preparation and Prevention
 - c. Business recovery
 - d. Containment and damage control
 - e. Learning
3. Crisis management planning
4. Crisis management model

MODULE 6: Crisis Leadership

1. Crisis Leadership
2. Crisis Management Team

MODULE 7: Communication

1. What is Crisis communication
2. Why to communicate in a Crisis
3. How to communicate in a Crisis
4. Role of apology in Crisis communication
5. Social media and Crisis management

MODULE 8: Case Studies

1. Successful Crisis examples
2. Unsuccessful Crisis examples
3. Lessons learned in Crisis Management



- a. Impact of Crisis on shareholder value
- b. Other learnings