ICTD
المركز العالمي للتدريب والتطوير
International Centre For Training & Development

CRISIS MANAGEMENT
Skills & Managerial Excellence Cores

Course Introduction:

This course defines and examines what is meant by Crisis Management noting the special need for crisis management in today's world. The vital importance to an organization of having a crisis management plan in place is emphasized. Effective crisis management is accomplished through prompt response, early and continuous communication and effective execution.

Course Objectives:

Upon completion of this course the student will be able to:
- Define organizational crisis
- Identify types of crisis situations
- Identify the phases of a typical crisis
- Forecast and assess risks
- Identify key elements of a best practice model for crisis management
- Define Crisis management team responsibilities

Develop the Business continuity plan (BCP), the Disaster Recovery Plan and the Crisis Communication Plan.

Who Should Attend?

This course is designed for Senior Managers, Executives within any organization, HR Managers, Communication Officers, Team Leaders, Facilitators and Project Managers.

Course Outline:

Unit 1: Introduction to Crisis Management
- Crises management definition
- Crisis management Purpose
- Elements of crises management
- Frame of crisis management
- Planning for Crisis Management

- Communication in crisis management
- Examples and Case Studies

Unit 2: 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

Unit 3: Risk Management

- Categories of Risk
- Risk Management Strategy
- Risk Management: planning, resourcing, monitoring and controlling
- Risk Assessment: identification, estimation and evaluation
- Assessment ratings and risk assessment matrix

Unit 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

Unit 5: Crisis Communications

- Information services emergency plan
- Identify features of an emergency contact list
- Crisis management plan templates
- The benefits of having a communications plan
- Identify key questions asked in every crisis
- Planning communication with stakeholders

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 Questionaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-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