€TRAINING

Conference: Strategic Crisis Management



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Introduction:

This interactive and participative conference will demonstrate that it is possible for an organization to plan for those Unexpected Challenges. It covers the best practices and the proven way of successfully dealing with a crisis. This conference 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 conference will ensure you do not make the same mistakes as those other Crisis Managers. Your organization must be prepared; without delay, it needs to identify all potential vulnerabilities, map out the possible crisis scenarios, and mitigate shortcomings.

Conference Objectives:

At the end of this conference, the participants will be able to:

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

Targeted Audience:

- Security & Fire Managers
- Health, Safety, and Environment personnel
- Emergency and Crisis Management Responders
- Professionals who have been allocated crisis management tasks yet have had insufficient time to devote to the subject]

Conference Outlines:

Unit 1: Evaluate, Mitigate and Responding to Challenges:

- Understanding Strategic Crisis Management
- Consider the complete range of risks to your organization
- CMT and ERT - Roles & Responsibilities
- Issues management, master this before it becomes a Crisis
- Who else inside and outside the organization should be involved
- Five deadly Leadership behaviors & Six winning strategies
- Understanding 'denial-curve' and 'group-think' syndromes

Unit 2: Planning & Security - Who and What Else Should be Considered:

- Security Management & Asset Protection

- Case Studies, why some companies fail, and others survive
- Based on the previous module, the self-evaluation questionnaire
- Developing, improving & implementing Emergency Response Plans
- Business Continuity Management BCM Strategies
- Case Study and Workshop

Unit 3: Crisis Communications & Incident On-Scene Management:

- Incident Command Systems ICS
- On Scene Crisis Management, essential elements for success
- Emergency Communication Centres, avoiding the ten most common mistakes
- Reputation Management - Managing Social Media
- Press Conference & step by step guidance on how to conduct TV interviews
- Case Study
- Exercise: Crisis Communications Strategy

Unit 4: The Human Factor - What Can Go Right and What Can Go Wrong?:

- Alerting and Warning
- Evacuation Strategies
- Major Incident Simulation - Role Playing Workshop
- Psychological & Welfare concerns in Crisis Management
- How to improve staff morale and confidence in the process
- The questionnaire, are your batteries in good condition
- Corporate Case Study - when the board get it wrong

Unit 5: Crisis Management Plan Testing, Training and Exercising:

- Case Studies x 3 with the same root cause, are we learning
- Exercises: a program of learning and of validating plans and procedures
- How to get advantageous results from an exercise
- Post Incident evaluations, de-briefing skills, managing hot & cold de-briefs
- Critique report writing, executive summaries, and key recommendations
- Closing the loop. Implementing recommendations, continuing the process