

# € TRAINING

Strategic Crisis Management





# Strategic Crisis Management

## Introduction:

This workshop is designed to equip participants with the skills and strategies needed to effectively manage crises within an organization. Participants will explore key crisis management frameworks, proactive planning techniques, and methods for leading teams during high-stress situations.

## Workshop Objectives:

By the end of this workshop, participants will be able to:

- Develop and implement a comprehensive crisis management and response plan.
- Assess risks and identify potential crises that could impact the organization.
- Lead and coordinate crisis management teams effectively under pressure.
- Communicate clearly with internal and external stakeholders during crises to maintain transparency and trust.
- Ensure business continuity and recovery while protecting the organization's reputation.

## Target Audience:

- Crisis Management Teams.
- Business Continuity Managers.
- Senior Executives and Decision-Makers.
- Risk Management Professionals.
- Public Relations Officers.

## Workshop Outline:

### Unit 1:

#### Crisis Planning and Risk Assessment:

- Identifying potential crises and assessing their impact on the organization.
- Developing a proactive crisis management plan.

- Key components of crisis planning: risk assessment, contingency planning, and resource allocation.
- Creating early warning systems to detect and mitigate risks.
- Best practices for crisis prevention and preparation.

## Unit 2:

### Crisis Leadership and Team Management:

- Leading under pressure: key traits of effective crisis leaders.
- Mobilizing and coordinating crisis response teams.
- Decision-making during a crisis: balancing speed and accuracy.
- Maintaining team morale and focus in high-stress situations.
- Effective crisis leadership methods and techniques.

## Unit 3:

### Crisis Communication and Stakeholder Management:

- Methods of Communication with internal and external stakeholders during a crisis.
- Crafting clear, transparent, and consistent messages.
- Managing media relations and public perception in a crisis.
- Handling difficult conversations with employees, clients, and investors.
- Strategies for restoring trust and reputation post-crisis.