

Course: Crisis Management

Duration: 1 Day

Course Aims:

The crisis management training will provide participants with the skills and knowledge needed to deal with crisis when they occur. They look at methods of planning for crisis management; anticipating and avoiding crisis wherever possible, whilst helping them manage the organizations reputation both online and in the more traditional sense

Objectives:

Types of Crisis

- An examination of the types of crisis that can befall an organization
- Help participants understand the potential for crisis within their organization and what vulnerabilities there are.
- Stakeholder Identification & Analysis
- Keeping stakeholders informed and engaged while mitigating the impact of the crisis on them.

Crisis Prevention

- The best way to manage a crisis is to avoid it altogether.
- Audit reviews an organization should make and a structured audit review checklist document.
- Practice how to use the audit list.
- Where an audit review document already exists, the participants will be encouraged to review their own version.

Crisis Planning

- Structured list of the contents of a full crisis planning document, which explains each requirement, what should be included and why.
- Crisis Strategy Checklist – This is a key document that should be included in with the crisis planning documentation.
- How to review and how to use the crisis strategy checklist.

Crisis Response

- When crisis occurs, it's imperative that employees know how to respond.
- Key elements to an effective crisis response.
- Demonstrating Credibility using a simple process to identify what to say and how to say it.

Communication in crisis

- A key set of considerations to make when dealing with the media and a review of the alternatives to talking to the media.
- Internal Communication which is a key element that is often overlooked. Employees are a key stakeholder and should be kept informed during a crisis.
- Creating a Crisis Message – Providing a full description of the methodology behind formulating a crisis message, followed by a chance to create participants own crisis message and review its effectiveness.

Crisis Recovery

- What to do after the crisis has abated. Identifying the damage, knowing what steps to take next and taking a post-crisis review.
- Managing damaging information provided over the internet, dealing with social media and its influence and managing online threats to your organization.
- Crisis Practice – Case Study – Bringing all the skills together in an exploration of the crisis management process through the eyes of an organization that went through this. A chance for participants to test their knowledge, consider their approach and practice ideas in a safe environment

For any clarification or question, please don't hesitate to contact us at:

Email: registrations@instog.com

Thank You