

€ TRAINING

Strategic Crisis Management



21 - 25 October 2024
Bangkok (Thailand)



Strategic Crisis Management

REF: ST1446 DATE: 21 - 25 October 2024 Venue: Bangkok (Thailand) - Fee: 6960 Euro

Introduction:

This training program is designed to equip participants with the necessary skills and knowledge to effectively manage and respond to crises within an organizational context. It focuses on strategic planning, risk assessment, and leadership during crisis situations to ensure resilience and continuity.

Program Objectives:

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

- Understand the fundamentals of crisis management and its importance.
- Develop and implement crisis management strategies.
- Effectively communicate during and after crises.
- Lead teams through crisis situations with confidence.
- Evaluate and revise crisis management plans to enhance future responsiveness.

Targeted Audience:

- Crisis Managers.
- Senior Executives.
- Risk Management Professionals.
- Public Relations Officers.
- Operational Managers.

Program Outline:

Unit 1:

Foundations of Crisis Management:

- Overview of crisis management principles.
- Differentiating between types of crises: natural, technological, and human-induced.
- Establishing a crisis management framework.

- Role of leadership in crisis readiness and response.
- Understanding legal and ethical considerations in crisis management.

Unit 2:

Planning and Preparing for Crises:

- Developing a comprehensive crisis management plan.
- Tools and techniques for risk assessment and mitigation.
- Building and training a crisis management team.
- Creating communication channels for internal and external stakeholders.
- Simulation exercises to test crisis plans and team readiness.

Unit 3:

Strategic Response to Crises:

- Decision-making strategies during a crisis.
- Techniques for maintaining control and order during crises.
- Utilizing technology and resources for crisis management.
- Implementing emergency operations and continuity plans.
- Case Study: Real-world application of strategic crisis response.

Unit 4:

Communication During Crisis:

- Principles of effective crisis communication.
- Managing information and misinformation.
- Communicating with stakeholders, media, and the public.
- Emotional intelligence and empathy in communication.
- Post-crisis communication strategies to rebuild trust and assurance.

Unit 5:

Review and Recovery:

- Methods for assessing crisis management effectiveness.
- Strategies for recovery and normalization post-crisis.
- Lessons learned: integrating insights into future planning.
- Strategies for ongoing monitoring and continuous improvement.
- Preparing for long-term impact management and resilience building.