

Certified Crisis Management Professional

Course Outline:

Module 1: Foundations of Crisis Management

- Understanding Crisis Types (Natural, Organizational, Technological, etc.)
- Key Concepts in Crisis Management
- The Role of Leadership in Crisis Response
- Crisis Lifecycle: Prevention, Response, and Recovery
- *Learning Outcome:* Participants will gain a solid understanding of crisis management principles and the critical phases of handling crises.

Module 2: Risk Assessment and Crisis Prevention

- Identifying and Analyzing Potential Risks
- Building a Risk Matrix and Early Warning Systems
- Proactive Crisis Prevention Strategies
- Integrating Risk Management into Organizational Processes
- *Learning Outcome:* Participants will learn how to identify risks and implement preventive measures to reduce crisis likelihood.

Module 3: Crisis Communication and Stakeholder Management

- Developing an Effective Crisis Communication Plan
- Managing Media Relations and Public Perception
- Internal Communication During Crises
- Engaging Stakeholders and Building Trust
- *Learning Outcome:* Participants will master the art of clear and effective communication during a crisis.

EXPERT

EXPERT & PROFESSIONAL EXCELLENCE FOR TRAINING & CONSULTATIONS

Module 4: Strategic Crisis Response and Decision-Making

- Crisis Response Frameworks and Tools
- Making Rapid and Informed Decisions Under Pressure
- Resource Allocation and Mobilization
- Case Studies of Successful and Failed Crisis Responses
- *Learning Outcome:* Participants will develop the ability to respond strategically and make effective decisions during crises.

Module 5: Crisis Recovery and Business Continuity

- Post-Crisis Evaluation and Lessons Learned
- Designing and Implementing Business Continuity Plans
- Rebuilding Reputation and Restoring Normalcy
- Creating a Resilient Organization
- *Learning Outcome:* Participants will learn to ensure long-term recovery and build systems to sustain operations post-crisis.

Assessment:

- Final Case Study Presentation
- Group Simulation Exercise

Location	Conrad Hotel
Start Date	12 January 2025
End Date	16 January 2025
Fees Before Discount	3500 \$
Special Discount	20% (To nominate Four participants)
Fees After Discount	2800 \$