



HS176: Certified Crisis Management Professional

Training Description:

This certified training course provides participants with concrete crisis management solutions and strategies, while giving insight into the delivery of effective Crisis Command, Control, Communications & Intelligence (C3i) implementation and stakeholder response.

This is a practical training course that provides participants with a framework that is aligned with the British Standards Institute (BSI) BS 11200, coherence with NCEMA 7000 and ISO 22301 and international requirements. It includes specific templates for Crisis Management that participants will be able to take away to use in their own organizations.

It incorporates elements that bring Crisis Management to life; and the course identifies how to analyze complex incidents in order to deliver effective solutions through best-in-class processes and procedures for building an operational response.

For anyone who wants to gain a greater understanding of Crisis Management, and wants to be challenged by realistic scenarios, this is an opportunity not to miss.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand Crisis Management and its preferred framework for the private and public sectors
- ✓ Understand escalation of incident to crisis to disaster
- ✓ Understand Civil Defence responsibilities
- ✓ Apply effective crisis management tools and techniques for when an organization is under pressure
- ✓ Develop an effective stakeholder management plan for use in a crisis
- ✓ Identify measures that would improve their organizations' crisis management capabilities

Training Designed for:

This training course is intended for those working in a non-hazardous environment such as corporate offices, retail, transport, hospitality, healthcare public services, etc. It is ideal for senior managers who are responsible for dealing with crises at strategic and tactical levels, as well as operations managers and crisis management team personnel. Business continuity, quality, and audit professionals such as Business Continuity Managers (BCM), Business Continuity Coordinators (BCC), or anyone with the responsibility for, or involvement with Business Continuity Plans (BCP) and/or auditing of Crisis Management Plans would also benefit from this course.

Target Competencies

- Crisis Management
- Business Continuity Management
- Risk Management
- Contingency Planning
- Internal & External Audit

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

❖ Crisis Management Overview

- Define Crisis Management
- Crisis Management framework
- The Crisis Management relationship and dependency on other standards (e.g. Business Continuity, Risk Management and Emergency Management)
- Exactly what is a crisis?
- Making the distinction between an incident, a crisis and a catastrophe

❖ Threat Scenarios

- What is a threat scenario?
- Deciding which threat scenarios to plan for
- National Risk Registers, associated legislation and civil emergency responses
- Methods for controlling risk
- The Cyber Threat (identified as the number one threat on the Business Continuity Institute Threat Horizon survey)

❖ Crisis Management Core Concepts

- Brand, image and reputation
- The phases of a crisis
- Understanding the cause of a crisis
- Twelve steps to help an organisation through a crisis
- The implications of the nature of a crisis
- Recovering from a crisis

❖ Avoiding the Avoidable

- A few precautions can make all the difference
- Protecting your most important assets

❖ Crisis Management Team

- Leadership – The profile of a good Crisis Management leader
- Crisis Management Team structure
- When the leader is the problem
- Succession Planning – the Crisis Management Team and beyond
- Strategies, structures and command
- Managing crisis generated stress

❖ Crisis Management and Communication

- Preparing your communication and media response plan
 - Internal communications
 - External communications
- Mobilising your crisis teams
- Stakeholder management
- What to say and what to avoid saying

- ❖ **The Paradox that is Social Media**
 - Social Media overview
 - Has Crisis Management become a spectator sport?
 - Monitoring social media
 - Can social media cause a crisis?
 - Could a serious civil emergency saturate social media?
- ❖ **Training and Exercising**
 - Why validate your Crisis Management plan
 - Learning to walk before you try to run
 - Creating a training and exercising programme
 - Planning an exercise
 - Lessons learned
- ❖ **Managing a Crisis in a Parallel Universe**
 - Crisis Management case study
 - Crisis Management role play scenario
- ❖ **Course Conclusion**
- ❖ **POST-EXAM and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

IAOSHE Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

USD\$ TBA As per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Group and Corporate Discounts:

- We offer group and corporate discounts on many courses. These discounts are available for clients who want to maximize their return on investment.

Individual Discounts:

- We offer individual discounts on many courses for people who are self-sponsored and make their payment in full and upfront at the time of registration

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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