

# Strategic Crisis Management & Major Emergency Response



Focus on: **The Manager**  **The Specialist**  **Spotlight Programme**  **Hands-on Skills**

## Course Overview

Crisis Management Team (CMT) and Emergency Response Team (ERT) Leaders need access to the right information, at the right time, and at the right level of detail, enabling them to make the right decisions. The value of good crisis leadership has been proven over with recent major incidents over the past years. It is accepted that the increasing range of potential incidents and emergencies which could affect business, disrupt production and affect global reputation are becoming increasingly complicated.

This new course will teach you that Strategic Crisis Management is the identification, selection and implementation of yours, and the organisation's goals and objectives, and how utilising your authentic Leadership qualities you will be able to deliver great outcomes so successfully dealing with any crisis.

Course Objectives		This Course is Ideal For:	
1	How to be successful in the Four critical areas of Emergency Response.	✓	HSE Professionals
2	Develop strategies to utilise the Five Levels of Leadership to get the maximum from your Teams.	✓	Fire & Security Personnel
3	Understand the fourteen characteristics you need to learn to be an effective Crisis Leader.	✓	Operation, Asset & Facility Professionals
4	Analyse Five deadly leadership behaviours and Six winning strategies in a crisis.	✓	Designated members of CMT and ERT
5	Implement the Five major functional areas of Incident Command Systems.	✓	Line Managers and Supervisors wishing to appraise their comprehension of Emergency Response
6	Analysis of the human factor, psychological readiness, discipline & leadership.	✓	Professionals who have been allocated Crisis Management tasks yet have had insufficient time to devote to the subject

## Course Content

Day	Theme	Coverage
1	Evaluate, Mitigate and Responding to Challenges	<ul style="list-style-type: none"> <li>Understanding Strategic Crisis Management</li> <li>Consider the complete range of risks to your organisation</li> <li>CMT and ERT - Roles &amp; Responsibilities</li> <li>Issues management, master this before it becomes a Crisis</li> <li>Who else inside and outside the organisation should be involved?</li> <li>Five deadly Leadership behaviours &amp; Six winning strategies</li> <li>Understanding 'denial-curve' and 'group-think' syndromes</li> </ul>

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2	Planning, Security and Asset protection. What else should be considered?	<ul style="list-style-type: none"> <li>• Security Management &amp; Asset Protection</li> <li>• Case Studies, why some companies fail, and others survive?</li> <li>• Based on the previous module, self-evaluation questionnaire</li> <li>• Developing, improving &amp; implementing Emergency Response Plans</li> <li>• Business Continuity Management (BCM) Strategies</li> <li>• Case Study and Workshop</li> </ul>
3	Crisis Communications & Incident on-Scene Management	<ul style="list-style-type: none"> <li>• Incident Command Systems (ICS)</li> <li>• On Scene Crisis Management, essential elements for success</li> <li>• Communication Centres, avoiding the ten most common mistakes</li> <li>• Reputation Management - Managing Social Media.</li> <li>• Press Conference; guidance on how to conduct TV interviews</li> <li>• Case Study</li> <li>• Exercise: Crisis Communications Strategy</li> </ul>
4	The Human Factor – What can go right and what can go wrong?	<ul style="list-style-type: none"> <li>• Alerting and Warning</li> <li>• Evacuation Strategies</li> <li>• Major Incident Simulation - Role Playing Workshop</li> <li>• Psychological &amp; Welfare concerns in Crisis Management</li> <li>• How to improve staff morale and confidence in the process</li> <li>• Questionnaire, are your batteries in good condition?</li> <li>• Corporate Case Study – when the board get it wrong</li> </ul>
5	Crisis Management Plan Testing, Training & Exercising	<ul style="list-style-type: none"> <li>• Case Studies x 3 with the same root cause, are we learning?</li> <li>• Exercises: a programme of validating plans and procedures</li> <li>• How to get advantageous results from an exercise</li> <li>• Post Incident de-briefing skills, managing hot &amp; cold de-briefs</li> <li>• Critique report writing, executive summaries, key recommendations</li> <li>• Closing the loop. Implementing recommendations, continuing the process</li> </ul>

Course Assessment	Certification
<b>Participants will be assessed on:</b> Participation in sessions Completion of exercises & case studies Performance in assessments	Upon successful completion of the course, participants will receive a <b>Certificate of Successful Completion</b> , along with a <b>Transcript of Marks</b> showing the performance by grade in each element of assessment and overall.

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## Course Instructor

PhD-holding, an experienced, dynamic and passionate speaker, having delivered hundreds of motivational speeches, keynote addresses and presentations to most industry sectors, as well as to thousands of clients and stakeholders in the EU, Middle and Far East on Crisis & Disaster Management and how to successfully respond to Major Emergencies.