



CRISIS MANAGEMENT

Viable organizations need to be ready for emergencies because they are a fact of doing business. The worst plan is not to have any kind of plan at all, and the best plans are tested and adjusted so that they work over-time. Fortunately, you do not need separate plans for fire, weather disasters, and all the different kinds of crises that can occur. One solid plan will help you to prevent, respond, and recover from all crises. This two-day course will help you ensure your organization is ready to manage any kind of crisis.

This two-day workshop will help you teach participants how to:

- ✓ Assign people to an appropriate crisis team role
- ✓ Conduct a crisis audit
- ✓ Establish the means for business continuity
- ✓ Determine how to manage incidents
- ✓ Help teams recover from a crisis
- ✓ Apply the crisis management process

COURSE OUTLINE

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

What is Crisis Management?

To begin, participants will explore what crisis management means. They will also look at the components of a crisis management team.

Training Leaders and Staff

Next, participants will learn what elements should be considered when developing a training program.

Conducting the Crisis Audit

In this session, participants will learn about the different facets of a crisis audit. They will also learn about using a risk matrix.

Performing a Risk Level Analysis

Then, participants will learn another way to assess risks: risk level analysis. They will also have an opportunity to practice risk level analysis in a series of case studies.



Developing a Response Process

Participants will begin this session by reviewing their pre-assignment. Then, we will share our suggested crisis response process.

Consulting with the Experts

Do you need consultants and outside experience on your crisis management team? This session will help participants decide.

Incident Management Techniques

In this session, participants will learn ways to respond to, document, and investigate crisis incidents.

Working through the Issues

A problem-solving process can help crisis management team members stay in control and get things done. This session shares a three-phase model that can be used as a starting point.

Establishing an Emergency Operations Center

Your crisis management team will need a place to work during a crisis. This session will explore how to set up an Emergency Operations Center (EOC) and how to establish a chain of command.

Building Business Continuity and Recovery

Next, participants will consider how to keep their business running during a crisis. The essential elements of a crisis plan will also be discussed.

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Participants will spend most of the afternoon of Day Two working through three case studies to apply what they have learned.

Recovering and Moving On

The final session of this course will explore ways to help people recover from a crisis and move forward.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.