

**Training
Course**

**Certified Crisis Management
Professional**

Course Plan

Introduction

In an unpredictable world, organizations must be prepared to manage crises effectively to protect their people, assets, and reputation. The “Certified Crisis Management Professional” program provides participants with comprehensive knowledge and practical skills to anticipate, plan for, respond to, and recover from a wide range of crises. This course focuses on building resilient organizations through proactive crisis planning, leadership under pressure, and effective communication during emergencies.

Course Objectives:

- ✓ Understand the fundamentals of crisis management and organizational resilience.
- ✓ Identify different types of crises and assess potential impacts on business operations.
- ✓ Develop and implement comprehensive crisis management plans.
- ✓ Strengthen leadership and decision-making skills during crises.
- ✓ Master effective crisis communication strategies with internal and external stakeholders.
- ✓ Coordinate cross-functional teams for efficient crisis response.
- ✓ Learn post-crisis recovery, evaluation, and continuous improvement techniques.

Who Should Attend?

- Crisis management team members and leaders
- Risk management professionals
- Business continuity and emergency response planners
- Senior executives and department heads
- Public relations and corporate communication officers
- Health, Safety, and Environment (HSE) officers
- Security managers and facility managers
- Any professional responsible for organizational resilience and risk mitigation

Training Methods:

- ✓ Online Video material.
- ✓ Presentation.
- ✓ Live Interactive sessions.
- ✓ Course presenter will make extensive use of all tools that will be needed for the virtual environment.
- ✓ Questions & Answers

Course Outline:

Day One

- Introduction to Crisis Management Principles
- Crisis vs. Emergency: Key Differences
- Identifying Types of Crises (Operational, Financial, Reputational, etc.)
- Crisis Risk Assessment and Impact Analysis
- Building a Crisis Management Framework

Day Two

- Developing and Writing a Crisis Management Plan
- Crisis Leadership: Leading Under Pressure
- Incident Command System (ICS) and Its Application
- Role of Business Continuity Planning (BCP) in Crisis Management
- Crisis Communication Planning and Best Practices

Day Three

- Media Relations During a Crisis
- Internal Communication Strategies During Emergencies
- Stakeholder Management and Engagement
- Simulation Exercises and Crisis Drills
- Decision-Making Models in High-Pressure Situations

Day Four

- Ethical and Legal Considerations in Crisis Management
- Managing Supply Chain and Operational Disruptions
- Cybersecurity Incidents and Digital Crisis Response
- Evacuation Planning and Employee Safety Measures
- Psychological First Aid and Supporting Affected Employees

Day Five

- Post-Crisis Recovery: Returning to Normal Operations
- Conducting Post-Crisis Reviews and After-Action Reports
- Building Organizational Resilience
- Global Crisis Management Standards and Best Practices (ISO 22301, etc.)
- Continuous Improvement and Updating Crisis Management Plans

Training Details

Course Duration	5 Days
Pre-Schedule	7 – 11 Dec 2025
Venue	Dubai – The H Hotel
Training Fees Per Person	KWD 1600 (One Thousand Six Hundred Only)
Course Fees Include	<ul style="list-style-type: none"> ✓ Tuition documentation ✓ Curriculum and Training Handout ✓ Five star Lunch ✓ Completion Certificates