

Training  
Course

**Strategic Crisis Management for  
Incident & Emergency Situations**



## Course Plan

### Introduction

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, to make the right decisions. The value of good crisis leadership has been proven over 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.

### Course Objectives:

- ✓ Acquire an in-depth knowledge of Strategic Crisis Management
- ✓ Develop strategies so you and your team respond efficiently and effectively
- ✓ Analyze Five deadly leadership behaviors and Six winning strategies in a crisis
- ✓ Implement the Five major functional areas of Incident Command Systems
- ✓ Plan for more beneficially rewarding multi-agency exercises
- ✓ Effectively use advanced techniques that will improve leadership performance at that critical time
- ✓ Understand individual and collective psychology and organizational dynamics in crises and emergencies
- ✓ Analyze and make rational decisions in before, during and after crises and emergencies

- ✓ Lead teams and organizations in crises and emergencies
- ✓ Solve problems and manage crises and emergencies

## Who Should Attend?

- ❖ Fire Management Professionals
- ❖ Security Management Professionals
- ❖ Policing and Military Professionals
- ❖ Health, Safety and Environment personnel
- ❖ Operation, Asset and Facility Professionals
- ❖ Risk, Marketing and Insurance Professionals
- ❖ Designated Incident, Emergency and Crisis Response Professionals

## 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

#### **Evaluate, Mitigate and Responding to Challenges**

- Understanding Strategic Crisis Management
- Consider the complete range of risks to your organisation
- CMT and ERT - Roles & Responsibilities
- Issues management, master this before it becomes a Crisis
- Who else inside and outside the organisation should be involved
- Five deadly Leadership behaviours & Six winning strategies
- Understanding 'denial-curve' and 'group-think' syndromes

### Day Two

#### **Planning & Security – Who and What Else Should be Considered**

- Security Management & Asset Protection
- Case Studies, why some companies fail, and others survive
- Based on the previous module, self-evaluation questionnaire
- Developing, improving & implementing Emergency Response Plans
- Business Continuity Management (BCM) Strategies
- Case Study and Workshop

## Day Three

### **Emergency Response Process**

- Team Briefing
- Facilitator Checklist
- Incident Action Plan
- Brain Storming – Effective meeting management
- Planning Techniques
- Analysis of Information
- Team Briefing
- Occupational Health and Safety
- Radio Protocols
- Using equipment during Critical Incidents

## Day Four

### **Crisis Communications & Incident On-Scene Management**

- Incident Command Systems (ICS)
- Emergency Communication Centres, avoiding the ten most common mistakes
- Reputation Management - Managing Social Media
- Command and Control Issues. Operational, Tactical and Strategic
- On Scene Crisis Management, essential elements for success
- Developing and Implementing Emergency Plans
- Crisis Management and Communications. Emergency Centre/s
- Developing and implementing a Business Continuity Management (BCM) strategy

## Day Five

### **The Human Factor – What Can Go Right and What Can Go Wrong?**

- Alerting and Warning
- Evacuation Strategies
- Major Incident Simulation - Role Playing Workshop
- Psychological & Welfare concerns in Crisis Management
- How to improve staff morale and confidence in the process
- Questionnaire, are your batteries in good condition
- Corporate Case Study – when the board get it wrong

## Training Details

Course Duration	5 Days
Pre-Schedule	22 – 26 Dec 2024
Venue	UAE – Dubai The H Hotel
Training Fees Per Person	KWD 1250 ( One Thousand Two Hundred Fifty )
Course Fees Include	<ul style="list-style-type: none"> <li>✓ Tuition documentation</li> <li>✓ Curriculum and Training Handout</li> <li>✓ Five Star Lunch</li> <li>✓ Completion Certificates</li> </ul>