

# Crisis Management - Outline



*CY.147.001*



# Crisis Management Course

Prepared by: Tamim S. Al Qudah, MSc, PMP, CBAP

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## Course Description

Unexpected events occur frequently in all aspects of our daily environment. Whether on an airplane, a bank, a school playground, a factory, a post office or a major corporation headquarters, understanding the importance and challenges to individuals when addressing crisis management or emergency situations is vital for the safety and security of human life, revenues, and reputation.

This course on crisis management offers participants the basics in identifying, preventing, and controlling crisis situations. Crisis management basics, from preparation to training and compliance are discussed, as are various stages of a crisis, and the need to establish a crisis management team.

Clearly identifying the roles and functions of each crisis management team member is essential for the ultimate success of contingency planning, which is also discussed.

This course also helps participants identify potential risks or situations that may precipitate a crisis or emergency and learn approaches on how to respond to such incidents.

The importance of communication and making instant and effective decisions is also covered, as are a variety of emergency response scenarios; from planning evacuation from a local elementary school affected by an earthquake to a major hospital suffering a massive power outage to the threat of a rogue employee.

Crisis management also depends on developing, assessing and determining consequences of contingency plans, and helps participants identify the most common weaknesses found in many crisis management plans.

Finally, the course concludes with guidance regarding damage control, the restoration of confidence in a business, company or entity, and offers participants a basic checklist that may be utilized as a jumping off point for a crisis management team in a variety of business environments or public sector scenarios.

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## Learning Outcomes

By successfully completing this course, participants will be able to:

- Define crisis management.
- Identify what a crisis is.
- Describe the basics of crisis management.
- Define the stages of a crisis.
- Describe how to establish a crisis management team.
- Define the role of the crisis manager.
- Describe putting crisis management into action.
- Describe the psychology of crisis management decisions.
- Describe the emergency response scenarios.
- Describe common crisis management plan weaknesses.
- Develop contingency plans.
- Implement damage control.
- Create a crisis management checklist.

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## Course table of content

Day	Date	Subject	Time
<b>Monday</b>	<b>8.Jan.18</b>	1. An Introduction	9 Am – 4 PM
		2. What Is Crisis Management	
		3. Identifying a Crisis	
		4. Crisis Management Basics	
<b>Tuesday</b>	<b>9.Jan.18</b>	5. Crisis Stages	9 Am – 4 PM
		6. Establishing a Crisis Management Team	
		7. The Role of the Crisis Manager	
		8. Putting Crisis Management Into Action	
<b>Wednesday</b>	<b>10.Jan.18</b>	9. Crisis Management Decisions	9 Am – 4 PM
		10. Emergency Response Scenarios	
		11. Common Crisis Management Plan Weaknesses	
<b>Thursday</b>	<b>11.Jan.18</b>	12. Contingency Plans	9 Am – 4 PM
		13. Damage Control	
		14. A Crisis Management Checklist	

Course Duration: 20 Training Hours – 4 days – 5Hrs/Day.

Materials will be provided in softcopy for all trainees.