MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

STRATEGIC CRISIS MANAGEMENT

"Anticipate. Prepare. Respond. Recover."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In an increasingly complex and unpredictable world, crises can strike without warning—disrupting operations, damaging reputation, and threatening organizational survival. This intensive course empowers leaders with the tools and frameworks needed to manage crises strategically, respond effectively, and emerge stronger. Participants will learn how to identify vulnerabilities, design response plans, communicate during emergencies, and implement recovery strategies that align with organizational objectives.

Objectives

By the end of this course, participants will be able to:

- Understand the lifecycle of crisis management
- Identify strategic, operational, and reputational risks
- Develop comprehensive crisis management and communication plans
- Coordinate internal and external responses to high-pressure scenarios
- Apply decision-making frameworks under stress
- Learn from crises to build long-term resilience

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Why Attend

- Prepare for and manage crises proactively rather than reactively
- Learn tested frameworks from real-world case studies
- Build leadership confidence in high-stress scenarios
- Reduce downtime and protect organizational reputation
- Strengthen stakeholder trust and operational continuity

Target Audience

- C-suite Executives and Senior Leaders
- Crisis and Risk Managers
- Communications Directors and PR Professionals
- Emergency Management Teams
- Compliance and Governance Officers

Individual Benefits

- Gain strategic crisis leadership skills
- Enhance your profile as a resilient and prepared leader
- Learn how to coordinate multidisciplinary teams under pressure
- Improve communication clarity and confidence in emergencies

Organizational Benefits

- Reduce the financial and reputational impact of crises
- Improve business continuity and stakeholder response
- Strengthen governance and compliance readiness
- Increase organizational agility and long-term resilience

Instructional Methodology

- Expert-led interactive lectures
- Case study analyses (e.g., BP, Boeing, COVID-19, cyberattacks)
- Group strategy simulations
- Role-playing crisis communication drills
- Crisis war-gaming and decision-making scenarios

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Crisis Management

- Module 1 (07:30 – 09:30): Crisis Management Fundamentals
- Defining crisis vs incident vs emergency
- The crisis lifecycle and key phases
- Organizational vulnerabilities
- Module 2 (09:45 – 11:15): Strategic Risk Identification and Assessment
- Sources and types of crises
- Risk mapping and scenario planning
- Early warning systems
- Module 3 (11:30 – 01:00): Building a Crisis Management Framework
- Key roles and responsibilities
- The crisis management team (CMT)
- Command and control structure

Day 2: Strategic Planning and Preparedness

- Module 4 (07:30 – 09:30): Developing a Crisis Management Plan
- Essential components
- Business impact analysis (BIA)
- Integration with business continuity
- Module 5 (09:45 – 11:15): Crisis Communication Strategy
- Internal vs external messaging
- Working with media and social media
- Managing stakeholder expectations
- Module 6 (11:30 – 01:00): Crisis Simulation and Drills
- Tabletop exercises
- Simulating escalation and decision paths
- Evaluating readiness

Day 3: Leading Through the Crisis

- Module 7 (07:30 – 09:30): Crisis Leadership and Decision-Making
- Leading under uncertainty
- Cognitive biases and groupthink
- Empowering crisis teams
- Module 8 (09:45 – 11:15): Ethical and Legal Considerations
- Governance and regulatory implications
- Ethics in high-stakes decisions
- Maintaining transparency and accountability
- Module 9 (11:30 – 01:00): Case Studies in Strategic Crisis Management
- Analysis of real-world crises
- Lessons learned and failures
- Applying insights to your context

Day 4: Communication and Stakeholder Management

- Module 10 (07:30 – 09:30): Managing the Message
- Timing, tone, and trust
- Handling bad news professionally
- Dealing with misinformation
- Module 11 (09:45 – 11:15): Stakeholder Engagement During Crises
- Engaging employees, customers, investors, regulators
- Building a stakeholder map
- Collaborative recovery strategies
- Module 12 (11:30 – 01:00): Media Training and Press Conferences
- On-camera practice
- Bridging techniques for tough questions
- Delivering key messages clearly

Day 5: Recovery and Resilience Building

- Module 13 (07:30 – 09:30): Business Recovery and Continuity Planning
- Prioritizing critical operations
- Cross-functional recovery teams
- Short-term vs long-term recovery
- Module 14 (09:45 – 11:15): Post-Crisis Analysis and Learning
- Conducting after-action reviews (AAR)
- Institutionalizing lessons learned
- Updating plans and training
- Module 15 (11:30 – 01:00): Building Organizational Resilience
- Embedding a crisis-ready culture
- Continuous improvement models
- Final simulation and strategy briefing

Certification

Participants will receive a Certificate of Completion in Strategic Crisis Management, certifying their readiness to lead and support their organization through high-stakes challenges.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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