

STRATEGIC CRISIS MANAGEMENT

“Prepare, Respond, and Recover: Master the Strategies to Navigate Crises Effectively.”

Schedule

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

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

Introduction

Crises can strike any organization unexpectedly, posing threats to operations, reputation, and stakeholder confidence. Effective crisis management requires foresight, strategic planning, and the ability to respond decisively under pressure. Organizations that manage crises strategically can minimize impact, recover quickly, and maintain trust.

The Strategic Crisis Management course equips participants with the knowledge and skills to anticipate, prepare for, and respond to crises effectively. Through case studies, simulations, and interactive exercises, participants will learn strategic frameworks, communication techniques, and decision-making processes necessary for managing high-pressure situations with confidence.

Objectives

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

- Understand the nature, types, and impact of organizational crises.
- Develop proactive crisis management and contingency plans.
- Apply strategic frameworks for crisis response and decision-making.
- Communicate effectively with internal and external stakeholders during crises.
- Manage risks, maintain operational continuity, and safeguard reputation.
- Coordinate teams and resources efficiently under pressure.
- Analyze lessons learned to improve future crisis preparedness.
- Foster a culture of resilience and preparedness within the organization.

Why Attend

Strategic crisis management is essential for organizational sustainability and reputation protection. This course provides practical tools and frameworks to anticipate, respond, and recover from crises efficiently. Participants will gain the confidence and competence to manage high-stakes situations strategically and maintain stakeholder trust.

Target Audience

This course is suitable for:

- Senior Managers and Executives
- Risk Management and Compliance Professionals
- Operations and Project Managers
- Public Relations and Communication Professionals
- Team Leaders and Supervisors responsible for crisis response

Individual Benefits

- Develop practical skills in crisis anticipation, planning, and response.
- Improve decision-making, problem-solving, and leadership under pressure.
- Enhance communication and stakeholder management capabilities.
- Build resilience and confidence in managing high-stakes situations.
- Strengthen professional credibility and influence during critical events.
- Learn to convert crises into opportunities for organizational growth and improvement.

Organizational Benefits

- Minimize operational, financial, and reputational losses during crises.
- Ensure effective communication and coordination during high-pressure situations.
- Strengthen risk management and organizational resilience.
- Foster a proactive culture of preparedness across teams.
- Improve stakeholder trust and confidence during and after crises.
- Build internal capacity for strategic decision-making and crisis recovery.

Instructional Methodology

The course employs a practical, interactive approach through:

- Facilitator-led discussions on crisis management principles and strategies
- Case studies of real-world organizational crises and responses
- Simulations and role-playing exercises for crisis decision-making
- Workshops on contingency planning, risk assessment, and communication
- Group exercises to analyze and solve crisis scenarios collaboratively
- Continuous feedback, Q&A, and reflective learning sessions

Course Outline

- Module 1: Introduction to Crisis Management – Concepts and Importance
- Module 2: Types of Crises and Their Organizational Impact
- Module 3: Risk Assessment and Crisis Preparedness
- Module 4: Strategic Crisis Response Planning
- Module 5: Communication and Stakeholder Management in Crises
- Module 6: Leadership and Decision-Making Under Pressure
- Module 7: Operational Continuity and Resource Coordination
- Module 8: Post-Crisis Evaluation and Lessons Learned
- Module 9: Case Studies of Successful Crisis Management
- Module 10: Capstone Project – Developing a Strategic Crisis Management Plan

Certification

Upon successful completion, participants will receive a Certificate in Strategic Crisis Management, recognizing their expertise in anticipating, responding to, and recovering from organizational crises effectively.

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

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.