MAWA EVENTS

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

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

CERTIFIED CRISIS MANAGEMENT PROFESSIONAL

"Build resilience, lead with confidence, and safeguard your organization through effective crisis management strategies."

Schedule

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

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an unpredictable world, crises can strike at any time—ranging from natural disasters and cybersecurity breaches to financial disruptions and reputational threats. Organizations that prepare in advance and respond effectively can minimize damage, protect their people, and maintain stakeholder trust. The Certified Crisis Management Professional program equips participants with the knowledge, skills, and frameworks to plan for, manage, and recover from crises with confidence and control.

This comprehensive training emphasizes proactive risk assessment, crisis communication, leadership under pressure, and post-crisis recovery planning. Participants will learn how to develop crisis management frameworks, lead multidisciplinary response teams, and ensure business continuity in the face of disruptions.

Through real-world case studies, simulations, and practical workshops, this course prepares professionals to become key assets in their organization's resilience and risk management strategies.

Objectives

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

- Understand the principles, stages, and components of crisis management.
- Identify, assess, and mitigate potential risks before they escalate.
- Develop and implement a comprehensive crisis management plan.
- Lead and coordinate crisis response teams effectively.
- Communicate clearly and confidently with stakeholders during crises.
- Integrate crisis management with business continuity and emergency response.
- Manage reputation and stakeholder relationships under pressure.
- Conduct post-crisis reviews and implement corrective actions.

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Why Attend

Crises are inevitable, but chaos is not. This program empowers professionals to take control during uncertain times and ensure organizational stability and continuity. Participants will gain the strategic, operational, and communication skills needed to respond decisively to crises while maintaining trust and minimizing damage.

Whether you are managing risks at a corporate, government, or nonprofit level, this course will enhance your ability to prepare for and manage emergencies with professionalism and effectiveness.

Target Audience

This course is ideal for:

- Business Leaders and Executives
- Risk and Compliance Managers
- Health, Safety, and Security Professionals
- Business Continuity and Emergency Management Teams
- Corporate Communications and PR Managers
- HR and Operations Managers
- Government and NGO Officials responsible for crisis planning
- Anyone responsible for organizational resilience and disaster response

Individual Benefits

- Develop crisis leadership and decision-making skills.
- Learn to manage pressure and uncertainty effectively.
- Gain the ability to prepare, respond, and recover from any crisis situation.
- Improve communication and stakeholder management during crises.
- Enhance professional credibility with an internationally recognized certification.
- Build confidence in protecting people, assets, and reputation.

Organizational Benefits

- Strengthen organizational resilience and preparedness.
- Reduce operational disruptions and financial losses during crises.
- Improve coordination and communication across departments.
- Protect brand reputation and stakeholder trust.
- Establish a culture of readiness and proactive risk management.
- Ensure compliance with regulatory and safety standards.

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Instructional Methodology

The program uses an interactive and experiential learning approach designed to simulate real-world crisis scenarios and build practical readiness.

Methodology includes:

- Interactive lectures and expert-led discussions
- Real-life crisis case studies and response analysis
- Group simulations and scenario-based exercises
- Role-playing and media handling workshops
- Crisis communication drills and leadership simulations
- Development of an organizational crisis management plan
- Feedback and debrief sessions for continuous improvement

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Course Outline

Module 1: Introduction to Crisis Management

- Understanding crisis types and their organizational impact
- The crisis management cycle – prevention, response, recovery

Module 2: Risk Assessment and Early Warning Systems

- Identifying and prioritizing potential threats
- Developing early detection and monitoring systems

Module 3: Crisis Planning and Preparedness

- Designing a crisis management framework
- Roles, responsibilities, and communication protocols

Module 4: Leadership and Decision-Making in Crisis

- Managing pressure and uncertainty
- Leading multidisciplinary crisis response teams

Module 5: Crisis Communication and Media Relations

- Managing internal and external communication
- Handling media inquiries and public statements

Module 6: Crisis Response Execution

- Coordinating response operations and incident management
- Decision support tools and rapid action checklists

Module 7: Business Continuity and Recovery Planning

- Linking crisis management with business continuity plans
- Restoring normal operations and long-term recovery

Module 8: Post-Crisis Analysis and Continuous Improvement

- Conducting after-action reviews and lessons learned
- Strengthening organizational resilience and culture of preparedness

Module 9: Capstone Simulation Exercise

- Live crisis management simulation and group presentation

Certification

Upon successful completion, participants will receive a Certified Crisis Management Professional credential, recognizing their expertise in planning for, responding to, and recovering from crises while maintaining business continuity and stakeholder confidence.

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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