

Course Name: Strategic Crisis Management, & Major Emergency Response

Reference Code: Sec 339

About the course:

This training course will teach you How to be successful in the Four critical areas of Emergency Response

Utilising the Five Levels of Leadership to get the maximum from your Teams

Fourteen characteristics you need to learn to be an effective Crisis Leader

How to avoid mis-management and so make a bad situation worse

Rapidly establishing options, making judgements, redefining standards

Analysis of the human factor, psychological readiness, discipline &

Course Objective:

- **Acquire** an in-depth knowledge of Strategic Crisis Management
- **Develop** strategies so you and your team respond efficiently and effectively
- **Analyses** Five deadly leadership behaviours 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

Kingdom of Saudi Arabia

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Who Should attend?.

- Fire Management Professionals
- Security Management Professionals
- Health, Safety and Environment personnel
- Operation, Asset and Facility Professionals
- Risk, Marketing and Insurance Professionals
- Designated Incident, Emergency and Crisis Response Professionals
- Line Managers and Supervisors and other professionals wishing to appraise their comprehension of Emergency Response
- Professionals who have been allocated crisis management tasks yet have had insufficient time to devote to the subject

Course Methodology:

This training course is designed to be a hands-on, stimulating experience. The training course is highly interactive with many discussion and practice sessions.

☑ Relevant computer simulations and videos .

☑ Copies of all presentation material.

☑ Variety of Learning Methods.

☑ Pre-test and final test.

☑ Case Study

☑ Training Groups.

☑ Presentation.

☑ Lectures

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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: Crisis Communications & Incident On-Scene Management

- Incident Command Systems (ICS)
- On Scene Crisis Management, essential elements for success
- Emergency Communication Centres, avoiding the ten most common mistakes
- Reputation Management - Managing Social Media
- Press Conference & step by step guidance on how to conduct TV interviews
- Case Study
- Exercise: Crisis Communications Strategy

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Day Four: 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

Day Five: Crisis Management Plan Testing, Training and Exercising

- Case Studies x 3 with the same root cause, are we learning
- Exercises: a programme of learning and of validating plans and procedures
- How to get advantageous results from an exercise
- Post Incident evaluations, de-briefing skills, managing hot & cold de-briefs
- Critique report writing, executive summaries and key recommendations
- Closing the loop. Implementing recommendations, continuing the process

Time: 08:00 AM -03:00 PM **Numbers of hours:** 35 Hours

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