



( 5 Days Training Course )

## Strategic Crisis Management, Incorporating Security & Major Emergency Response

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# Course content

## Why Choose this Training Course?

Crisis Management Team (CMT) and Emergency Response Team (ERT) Leaders need access to the right information, at the right time, and at the right level of detail, to make the right decisions. The value of good crisis leadership has been proven over past years. It is accepted that the increasing range of potential incidents and emergencies which could affect business, disrupt production and affect global reputation are becoming increasingly complicated.

This new training course will teach you that Strategic Crisis Management is the identification, selection and implementation of yours, and the organisation's goals and objectives, and how utilising your authentic Leadership qualities you will be able to deliver great outcomes so successfully dealing with any Crisis.

### This training course will feature:

- 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 & leadership

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

- Acquire an in-depth knowledge of Strategic Crisis Management
- Develop strategies so you and your team respond efficiently and effectively
- Analyse 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

### Who is this Training Course for?

Anyone who find themselves responsible for leading on, or implementing Crisis Management, Emergency Response and Business Continuity/Recovery mechanisms.

### This training course is suitable to a wide range of professionals but will greatly benefit:

- 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 content

## 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

## 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

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Typical interventions are to accelerate performance, execute strategy and embed capability and change. Our programmes are part of the core curriculum in many of our client's corporate universities, and our leadership development programmes have over 300,000 executive alumni. Methodologies are based on more than 100 corporate turnarounds and performance acceleration assignments in FTSE 100 and Fortune 500 companies. Austria, Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Germany, Italy, Mexico, Norway, Poland, Portugal, Russia, Serbia, South Africa, Spain, Sweden, The Netherlands, UK, Uruguay, and the USA.



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