



TWO DAYS INTERACTIVE WORKSHOP

# ORGANIZATIONAL EXCELLENCE IN ISSUES AND CRISIS MANAGEMENT

## INTRODUCTION

All organizations are subject to crisis. Crisis comes in many varieties. There are the administrative failures and the inefficiency of management, the crisis caused by the lack or absence of processes and procedures, the breakdown of technology, and those that stem from acts of human malice or criminal behaviour or the emotionally disturbed employee who has a grudge to settle. There are also the major crisis such as accident or natural disasters that result in the loss of life and property.

A crisis is a change – either sudden or evolving – that results in an urgent problem that must be addressed quickly. For an organization, a crisis is anything with the potential to cause sudden and serious damage to its employees, reputation, efficiency, or bottom line. A major crisis can affect the entire organization. Managers whose organizations encounter a crisis must act quickly – to recognize its source, contain it, and eventually resolve it with the least amount of damage. In this sense, crisis management is part of a larger system of organizational risk management, yet few managers receive any formal training in this crucial area.

This course aims to remedy the situation by explaining the essentials of crisis management and providing a practical framework for stabilizing, then mastering an unanticipated crisis. It will give the manager a practical framework for coming to grips with and mastering an unplanned and unanticipated damaging event. It will also explain the processes and actions that are necessary to develop contingency plans and what should be done to ensure operations and 'business' continuity so as to protect the interest of the employees, the public and the government. It will also provide participants with ready-to-use tools to use whenever a crisis happens

## OBJECTIVES

The course will cover the following subjects:

- The scope, nature and types of crisis in general – understanding what can go wrong.
- Crisis management as an essential part of organization performance.
- Skills to identify issues which can turn into a crisis and the application of Issues management processes.
- Thinking ahead – the critical success factors and creating a crisis mindset in the organization.
- Risk assessment and risk analysis to understanding what can go wrong by “thinking the unthinkable”.
- Conducting an Operations Impact Analysis.
- Pre-incident and planning strategy for management.
- Developing a comprehensive crisis management plan.
- The Crisis Response Team.
- An action plan to handle a crisis when it happens.
- Developing a Crisis Response Manual to suit the Organization.
- Setting a Crisis Response Centre.
- Understand position taken by Government pressure group and stakeholders.
- Communication skills and best approach to communicate in a crisis.
- The art and skills to manage the media during a crisis.
- Preparing business contingency plan for different crisis scenarios.
- Recovery planning procedures and response.
- The crisis audit for organization.

# PROGRAMME CONTENT

