



Crisis Management Expert

Duration: 15 Days **Course Code: S-CME**

Overview:

A crisis turns our familiar world into chaos. "Business is not as usual anymore!" The Crisis Management Expert training teaches you how to prepare your organization on a tactical and strategic level for a possible crisis and manage the crisis in the right direction. With the Post-HBO Crisis Management Expert certification and an internationally recognized S-CME title, you are an officially recognized crisis manager and you demonstrate that you can manage and manage the crisis management process in design, implementation and assurance. You will be trained as a professional who can act as a full discussion partner between business operations and operations. The program has a perfect mix of subjects with which you gain sufficient knowledge to both shape the crisis management process, organize the crisis organization and communicate with the press and the internal organization. The Crisis Management Expert (S-CME) certificate demonstrates that you have acquired internationally recognised expert-level skills in Crisis Management and an enhanced ability to implement and anchor a crisis management process to bring about increased confidence and value in your organisation. The S-CME certificate exhibits your expertise in giving form to the crisis management process, shaping the crisis plan within your organisation, and communicating with both the press and the internal organisation.

Target Audience:

The Crisis Management Expert certificate is intended for students who are involved in the coordination and control of crisis management at a tactical and strategic level, such as: Crisis managers Business continuity officers Security officers Facility managers

Objectives:

- Finally, this certificate is intended to be an important career milestone for high-level crisis management professionals, as it constitutes the third level of a complete and extensive [Certified](#)
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Prerequisites:

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Content:

Module 1 - Introduction Crisis Management Expert

- Introduction of the participants and the teachers
- The objectives of the training
- Structure of the training in accordance with safety policy

Module 2 - Individual performance under pressure

- Reflection on own behavioral preferences and pitfalls during stressful situations
- Awareness of the effect of stress on the brain and cognitive performance
- Tools to adequately manage stress responses
- Tasks that fit the behavioral preferences during crises

Module 3 - General introduction to crisis management

- Definitions of crisis, crisis management and crisis communication
- The purpose of crisis management
- The difference between an incident and a crisis
- The characteristics of a crisis
- The stages of a crisis
- The relationship between crisis and stress; the 'golden hour'
- Building a crisis organization
- Information analysis
- The pitfalls of communication

Module 4 - Proaction phase

- Which links consist of a safety chain?
- Proaction and prevention
- External security
- Risk analysis and drawing up a risk matrix
- The BowTie model

Module 5 - Prevention phase

- What is meant by preventive measures?
- Matrix analysis: which risks should be tackled first?
- The Prevention Activity Plan (PAP)
- Risk inventory

Module 6 - Risk awareness

- What is risk awareness?
- Risk awareness as an essential part of crisis management
- The importance of risk awareness in the organization
- Creating support in the organization for risk awareness
- Setting up an awareness campaign

Module 8 - Preparation phase for business

- Preparing for a possible crisis from the perspective of business and the importance of a crisis management organization (CMO) in this
- What teams does a CMO consist of, what is the task of each team and which profile outline must the members of the various teams meet?
- Organizing the crisis facilities within an organization

Module 9 - Preparation Exercise

- Based on the fictional model company Bicsma BV, an attempt is made to gain insight into which parties play a role during a crisis.

Module 10 - Support Team ; Crisis Management Plan

- The place of the Support Team within the crisis organization
- Composition, duties and responsibilities of the Support Team
- What is a Crisis Management Plan (CMP)?
- The importance and function of a CMP

Module 11 - Reputation Management

- What is reputation?
- Reputation versus image
- The basic principles of reputation management
- Dealing with reputation during a crisis

Module 12 - ExcursionModule 13 - Response phase with the government

- The transition from risk management to crisis management
- From preparation phase to response phase
- Automatic disaster relief
- National basic registrations
- Alerting
- Information services for emergency services
- Transfer and sharing of information

Module 14 - Business response phase

- Upscaling
- The golden hour
- Acute phase
- Information flows
- Crisis management process
- Pitfalls
- Stabilization phase

Module 16 - Small simulationModule 17 - Crisis communication

- What is crisis communication?
- Internal and external communication
- Behavior and communication
- Effectively formulating the message the challenges involved
- Recognizing and applying different forms of communication
- Dealing with communication target groups in a crisis situation

Module 18 - Social media and monitoring

- Developments in the field of social media
- The social media cycle
- What is monitoring?
- The duties of the environmental analyst
- Converting monitoring into actions in a crisis

Module 19 - Dealing with the media

- The relationship between the media and a crisis
- How best to deal with the media
- The competences of a good spokesperson
- Support of the Communication department and the spokesperson by the Crisis Team
- Preparing a press release
- Organizing a press conference

Module 20 - Recovery phase: processes

- Prioritizing actions after the emergency; what resources and methods are available?
- What lessons can be learned from an emergency?
- Business recovery: evaluation and reconstruction
- Various research methods: Tripod, PRISMA and Root Cause Analysis (RCA)

Module 21 - Reception, recovery and aftercare after shocking events

- The impact of and dealing with a shocking event
- The course and promotion of the processing process
- Processing stages according to the Kübler-Ross model
- Coping strategies
- Disorders of the processing process; Post Traumatic Stress Disorder (PTSD)
- Characteristics and symptoms of PTSD
- Interventions of companies in the processing process; Stepped care model and Company care team (BOT)

Module 22 - Team under pressure

Module 7 - Government preparation phase

- Preparing for a possible crisis from a government perspective
- GRIP ; partners; upscaling to various GRIP levels
- Main processes and specialisms of different partners

Module 15 - Crisis management ; quality

- What is meant by 'quality' in relation to crisis management?
- Quality in relation to standards
- Quality in relation to the 'chaos meter'
- Quality in relation to 'effect = knowledge x acceptance'
- Education, training, practice and quality
- Quality and communication
- Quality and leadership

- Communication under pressure
- Friends and enemies of communication
- The theory of core qualities: another way to view conflicts
- Thinking hats of De Bono: highlighting a problem or question from different perspectives

Module 23 - Crisis with international aspects

- What is different in a crisis outside the country?
- To what extent do stakeholders and their roles change?
- Which legislation applies?
- What will still apply to the crisis plan?

Further Information:

For More information, or to book your course, please call us on 0800/84.009

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