



## CRISIS MANAGEMENT TEAM TRAINING

### GOAL:

Crises can cause major disruption to the normal course of business operations. They usually occur suddenly and unexpectedly, often pose a risk to life and limb, and can lead to considerable financial losses and damage to a firm's reputation. Nowadays, it is not only force majeure, fire, and theft that threaten companies. The dangers and associated risks are extremely varied and are exacerbated by the global nature of today's economy (which facilitates the spread of pandemics, for example).

In the context of business continuity management (BCM), companies make preparations to minimize these risks and thus remain capable of action. An important part of BCM for any business is crisis management, which covers processes for overcoming an emergency situation and getting up and running again, thus safeguarding the company's existence. Setting up a crisis management team and ensuring that it is capable of working effectively are the building blocks on which a successful crisis management concept must be based, and these measures can only be properly implemented by means of regular training.

In the majority of companies the training opportunities for members of a crisis or emergency management team are limited. The requisite expertise and internal resources are often lacking. That is why it makes sense to carry out such training with the help of external specialists.

The crisis management training offered by Corporate Trust provides a theoretical and practical learning experience for managers and other senior personnel. They will learn how to develop soft skills and strategic expertise for use in crisis situations and how to apply this knowledge under immense pressure.

### TARGET AUDIENCE:

- Members of company management
- Crisis management team
- Emergency management team
- Risk management team
- Security officers
- Communications department
- IT officers

### RESULTS:

Using a realistic crisis scenario, the participants' knowledge of crisis management process flows and methodologies is deepened. Those taking part learn how to improve their approach when faced with stressful situations (a lack of information, an uncertain situation, extreme time pressure) and how to act appropriately.

### TRAINERS:

The Corporate Trust trainers have many years of practical experience in crisis management. The seminar is hosted by two trainers, including one who is a specialist in crisis communication.

### CONTENT AND AGENDA:

1. Briefing the company management and defining a realistic crisis scenario for use in training
2. Development of the crisis scenario:
  - Drawing up a "script" describing the scenario in detail
  - Defining the measures required to overcome the crisis
3. Implementation of crisis management team training:
  - Introduction to crisis management, with input on the essential characteristics of a crisis and successful crisis management
  - Presentation of the basics of crisis communication
  - Start of exercise, with introduction to the scenario
  - Active crisis management performed by the team, using video clips and taking new developments into account
  - Evaluation and reflection
  - Lessons learned

### DURATION:

5 - 6 hours

### SESSION LOCATION:

The training is held on your premises.

### PRICE:

€ 5.000

### CONTACT:

For further information or a specific quote, please contact:

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