Corporate Crisis Preparedness Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's highly interconnected, digital-first, and risk-intensive business environment, organizations face unprecedented challenges ranging from cyberattacks, reputational crises, operational disruptions, geopolitical instability, workplace incidents, supply chain interruptions, regulatory investigations, and environmental emergencies. A single unmanaged crisis can significantly impact business continuity, stakeholder trust, market value, customer confidence, and organizational resilience. Corporate Crisis Preparedness has therefore become a strategic business imperative that enables organizations to anticipate threats, strengthen response capabilities, minimize disruption, and accelerate recovery.

Corporate Crisis Preparedness Training Course equips executives, managers, crisis response teams, business continuity professionals, risk managers, and communication specialists with the knowledge, tools, frameworks, and best practices required to prepare for, respond to, and recover from crises effectively. Participants will explore emerging risk trends, crisis leadership, digital resilience, stakeholder communication, business continuity planning, cyber crisis management, media engagement, and organizational recovery through practical exercises, simulations, and real-world case studies to build a resilient and crisis-ready organization.

Programme Curriculum

Corporate Crisis Preparedness Training Course

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Course Duration

5 days

Course Objectives

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

1. Develop a comprehensive Enterprise Crisis Management Framework.
2. Conduct Risk Intelligence and Threat Assessment using modern methodologies.
3. Build organizational Business Resilience and Operational Continuity strategies.
4. Design effective Crisis Communication and Reputation Management plans.
5. Strengthen Cybersecurity Incident Response and digital resilience capabilities.
6. Implement Business Continuity Planning (BCP) and recovery frameworks.
7. Establish high-performing Crisis Leadership and Decision-Making teams.
8. Apply Scenario Planning and Crisis Simulation techniques.
9. Manage Stakeholder Engagement and Trust Recovery during disruptions.
10. Enhance Supply Chain Risk Management and Resilience programs.
11. Integrate ESG Risk Management and Sustainability Preparedness into crisis planning.
12. Utilize AI-Driven Risk Monitoring and Early Warning Systems.
13. Create actionable Post-Crisis Recovery and Organizational Learning strategies.

Target Audience

1. Chief Executive Officers (CEOs)
2. Chief Risk Officers (CROs)
3. Business Continuity Managers
4. Crisis Management Teams
5. Corporate Communications Professionals
6. Human Resource Managers
7. Operations and Supply Chain Managers
8. Security, Compliance, and Risk Professionals

Course Modules

Module 1: Foundations of Corporate Crisis Preparedness

- Understanding crisis management principles
- Types of corporate crises and emerging threats
- Crisis lifecycle and preparedness framework
- Building organizational resilience
- Governance structures for crisis management

- **Case Study:** Johnson & Johnson Tylenol Crisis Response

Module 2: Enterprise Risk Assessment and Threat Intelligence

- Risk identification methodologies
- Enterprise Risk Management (ERM)
- Threat intelligence gathering
- Risk prioritization techniques
- AI-powered risk monitoring systems
- **Case Study:** Global Supply Chain Disruption During COVID-19

Module 3: Crisis Leadership and Strategic Decision-Making

- Executive leadership during crises
- Decision-making under uncertainty
- Crisis command center operations
- Leadership communication strategies
- Building crisis response teams
- **Case Study:** Starbucks Racial Bias Crisis Management

Module 4: Crisis Communication and Reputation Management

- Internal and external communication planning
- Media engagement strategies
- Social media crisis management
- Stakeholder communication frameworks
- Brand reputation recovery
- **Case Study:** United Airlines Passenger Removal Incident

Module 5: Cyber Crisis and Digital Resilience

- Cyber threat landscape overview
- Incident response planning
- Data breach management
- Ransomware preparedness
- Digital business continuity strategies
- **Case Study:** Colonial Pipeline Cyberattack

Module 6: Business Continuity and Operational Recovery

- Business Continuity Planning (BCP)
- Disaster recovery frameworks
- Operational resilience strategies
- Supply chain continuity planning
- Recovery testing and exercises
- **Case Study:** Toyota Supply Chain Recovery Strategy

Module 7: Crisis Simulations and Emergency Response Exercises

- Scenario-based crisis exercises
- Tabletop simulation design
- Emergency response coordination

- Crisis escalation procedures
- Lessons learned integration
- **Case Study:** Airport Emergency Response Simulation Program

Module 8: Post-Crisis Recovery and Future Readiness

- Recovery management frameworks
- Organizational learning and improvement
- ESG and sustainability considerations
- Future risk forecasting
- Building a crisis-ready culture
- **Case Study:** BP Deepwater Horizon Recovery and Lessons Learned

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com