# Crisis Communication and Reputation Management Training

Professional Development Training Course Outline

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

## Course Introduction

In an era of 24/7 news cycles and social media scrutiny, a single crisis can either damage or define an organization’s reputation. **Crisis Communication and Reputation Management Training** program is designed to equip leaders, communication professionals, and management teams with the skills and strategies to navigate high-pressure situations with clarity, confidence, and control. Whether facing product recalls, leadership scandals, cybersecurity breaches, or public backlash, this course provides actionable techniques for crafting the right message, managing stakeholders, and protecting brand credibility in the face of adversity.

This training blends real-world case studies, proven communication frameworks, and hands-on exercises to prepare organizations to handle crises before, during, and after they occur. Participants will learn how to design crisis response plans, communicate transparently under stress, manage media relations, and rebuild trust post-crisis. Reputation is a company’s most valuable asset — and this course ensures that your team can safeguard it under the toughest circumstances.

## Programme Curriculum

**Crisis Communication and Reputation Management Training**

**Introduction**

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**Course duration**

5 Days

## Course Objectives

1. Understand the principles of effective crisis communication.
2. Identify potential reputation risks and vulnerabilities.
3. Develop a comprehensive crisis communication plan.
4. Craft clear and credible crisis messages.
5. Build internal and external stakeholder trust under pressure.
6. Master media handling during crisis situations.
7. Use social media to manage real-time reputation threats.
8. Coordinate leadership and spokesperson roles during crises.
9. Analyze case studies to extract real-world lessons.
10. Learn recovery strategies for reputation rebuilding.
11. Conduct post-crisis reviews and performance audits.
12. Apply ethical decision-making during reputation crises.
13. Strengthen brand resilience for future challenges.

## Organizational Benefits

1. Enhance readiness for potential crises and public scrutiny.
2. Strengthen brand trust and public confidence.
3. Minimize financial and reputational damage during crises.
4. Improve internal coordination and decision-making under pressure.
5. Equip leaders and teams with clear crisis response protocols.

6. Boost stakeholder and media relationship management.
7. Reduce misinformation risks through proactive communication.
8. Foster ethical and transparent communication culture.
9. Shorten recovery time from reputation setbacks.
10. Safeguard long-term business continuity and brand value.

## Target Participants

1. Corporate Communication Managers.
2. PR and Media Relations Specialists.
3. Brand and Marketing Managers.
4. Crisis Response and Risk Management Teams.
5. Senior Executives and Company Spokespersons.
6. Government Affairs and Public Policy Officers.
7. Legal and Compliance Officers.
8. Entrepreneurs and Business Owners.

## Course Outline

### Module 1: Understanding Crisis Communication Fundamentals

1. Defining organizational crises and reputation risk.
2. Stages of a crisis: pre-crisis, active, and post-crisis.
3. Role of leadership in crisis response.
4. Speed vs. accuracy in crisis messaging.
5. Case Study: Johnson & Johnson’s Tylenol recall.

### Module 2: Identifying and Assessing Reputation Risks

1. Mapping internal and external risk factors.
2. Monitoring brand sentiment and early warning signals.
3. Assessing social, operational, and financial impact.
4. Risk prioritization and communication planning.
5. Case Study: Toyota’s product recall and brand recovery.

### Module 3: Designing a Crisis Communication Plan

1. Elements of a solid crisis communication strategy.
2. Defining roles and responsibilities in a crisis team.
3. Message templates and holding statements.
4. Communication flow and escalation protocols.
5. Case Study: BP Deepwater Horizon crisis missteps.

**Module 4: Effective Crisis Messaging and Storytelling**

1. Crafting clear, compassionate, and credible messages.
2. Balancing legal and public relations perspectives.
3. Aligning internal and external communications.
4. Using storytelling to shape public perception.
5. Case Study: Airbnb's crisis handling during customer safety incidents.

**Module 5: Media and Stakeholder Management During Crises**

1. Media relations: proactive vs. reactive approaches.
2. Handling press conferences and interviews under pressure.
3. Managing social media backlash and misinformation.
4. Engaging with customers, employees, and regulators.
5. Case Study: United Airlines passenger removal incident.

**Module 6: Post-Crisis Reputation Recovery**

1. Evaluating communication effectiveness post-crisis.
2. Stakeholder follow-up and brand reassurance.
3. Transparent reporting and corrective action communication.
4. Rebuilding damaged public trust.
5. Case Study: Samsung Galaxy Note 7 battery recall and relaunch.

**Module 7: Ethical and Legal Considerations in Crisis Communication**

1. Maintaining integrity in high-stakes situations.
2. Legal risk management in public statements.
3. Ethical leadership during organizational crises.
4. Addressing misinformation without litigation escalation.
5. Case Study: Facebook's data privacy scandals.

**Module 8: Building Long-Term Reputation Resilience**

1. Embedding reputation management into corporate strategy.
2. Crisis simulation drills and readiness audits.
3. Cultivating a culture of transparency and accountability.
4. Continuous improvement through lessons learned.
5. Case Study: Netflix's proactive crisis communication culture.

## Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- 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 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **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