Crisis Management for Trade Unions Training Course

Professional Development Training Course Outline

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

Course Introduction

In today’s volatile industrial relations landscape, trade unions face increasing pressure from rapid globalization, digital activism, labor disputes, misinformation, and political interference. Effective crisis management has become a critical competency for union leaders, shop stewards, and labor negotiators. Whether dealing with strikes, leadership disputes, reputational damage, legal challenges, or member unrest, unions must respond with speed, strategy, and coordinated communication. Crisis Management for Trade Unions Training Course equips participants with advanced crisis communication strategies, risk mitigation frameworks, and industrial relations resilience tools to protect union credibility and member trust.

This program focuses on building strong organizational resilience, stakeholder engagement, conflict de-escalation, and media management capabilities within trade unions. Participants will learn how to anticipate crises, respond decisively, and recover effectively while maintaining solidarity and bargaining power. With a strong emphasis on real-world scenarios, digital-era union challenges, and case-based learning, the course strengthens leadership capacity in handling labor crises, reputational threats, cyber misinformation, and collective bargaining breakdowns in a structured and professional manner.

Programme Curriculum

Crisis Management for Trade Unions Training Course

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Course Duration

5 Days

Course Objectives

1. Develop advanced crisis management frameworks for trade unions
2. Strengthen industrial relations risk assessment capabilities
3. Improve crisis communication and media handling skills
4. Build effective stakeholder engagement strategies during disputes
5. Enhance union leadership decision-making under pressure
6. Apply conflict resolution and negotiation techniques in crises
7. Manage strike-related escalation and de-escalation processes
8. Strengthen organizational resilience and continuity planning
9. Handle reputational risk and public perception challenges
10. Integrate digital crisis response and social media monitoring
11. Develop legal awareness in labor crisis situations
12. Improve member mobilization and internal communication systems
13. Apply post-crisis recovery and trust rebuilding strategies

Target Audience

1. Trade union leaders and executives
2. Shop stewards and workplace representatives
3. Industrial relations officers
4. Labor relations managers
5. HR practitioners working with unions
6. Negotiation and mediation specialists
7. Worker advocacy group coordinators
8. Policy and labor law practitioners

Course Modules

Module 1: Foundations of Crisis Management in Trade Unions

- Understanding crisis types in labor environments
- Crisis lifecycle: prevention, response, recovery
- Early warning signals in industrial relations
- Union vulnerability assessment tools
- **Case Study:** Manufacturing sector strike escalation analysis

Module 2: Industrial Relations Risk Mapping

- Identifying internal and external risks
- Mapping employer-union conflict triggers
- Political and regulatory risk factors
- Risk prioritization frameworks
- **Case Study:** Public sector wage dispute breakdown

Module 3: Crisis Communication Strategies

- Building unified communication structures
- Messaging during strikes and disputes
- Media engagement and press briefing techniques
- Controlling misinformation and rumors
- **Case Study:** Transport union media crisis response

Module 4: Leadership in High-Pressure Situations

- Decision-making under uncertainty
- Crisis leadership styles in unions
- Maintaining member trust and confidence
- Coordination between union branches
- **Case Study:** National union leadership transition crisis

Module 5: Conflict Resolution and Negotiation in Crises

- De-escalation strategies in labor disputes
- Interest-based bargaining techniques
- Third-party mediation approaches
- Handling deadlocks in negotiations
- **Case Study:** Airline workers' strike settlement

Module 6: Digital Crisis and Social Media Management

- Monitoring online narratives and sentiment
- Handling viral misinformation
- Digital activism and union reputation
- Social media response protocols
- **Case Study:** Hashtag-driven labor protest campaign

Module 7: Legal and Compliance Frameworks

- Labor laws during industrial action
- Compliance risks in union operations
- Legal rights of workers and unions
- Managing litigation threats
- **Case Study:** Court injunction on strike action

Module 8: Recovery, Rebuilding & Organizational Resilience

- Post-crisis evaluation and learning
- Rebuilding member trust and solidarity
- Strengthening union governance systems
- Long-term resilience strategies

- **Case Study:** Post-strike reconciliation in public utilities sector

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

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

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