Training Course on Crisis Management and Board Preparedness

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's volatile, uncertain, complex, and ambiguous (VUCA) world, organizations face unprecedented challenges that can rapidly escalate into full-blown crises. From **cybersecurity breaches** and **supply chain disruptions** to **reputational damage** and **geopolitical instability**, the ability to effectively anticipate, respond to, and recover from crises is paramount for **organizational resilience** and **sustainable growth**. Training Course on Crisis Management and Board Preparedness equips senior leaders and board members with the essential knowledge, practical strategies, and **governance frameworks** to navigate critical events, protect **stakeholder value**, and ensure **business continuity** in an increasingly interconnected and unpredictable global landscape.

A proactive approach to **crisis planning** and **risk mitigation** is no longer optional; it's a strategic imperative. This program delves into the intricacies of developing robust **crisis communication strategies**, fostering a culture of **preparedness**, and empowering boards to provide effective oversight during times of adversity. By enhancing **decision-making under pressure** and building **adaptive leadership** capabilities, participants will gain the confidence and competence to transform potential threats into opportunities for **organizational learning** and **long-term resilience**, ultimately safeguarding the organization's **reputation** and future viability.

Programme Curriculum

Training Course on Crisis Management and Board Preparedness

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Course Objectives

1. Master Strategic Crisis Leadership and Executive Decision-Making in high-stakes environments.
2. Develop robust Crisis Preparedness Frameworks aligned with ISO 22361 standards and best practices.
3. Implement effective Risk Assessment and Vulnerability Analysis for emerging threats including AI risks and geopolitical shifts.
4. Formulate agile Crisis Communication Strategies for diverse stakeholders, leveraging digital channels and social media monitoring.
5. Establish a highly functional Crisis Management Team (CMT) with clearly defined roles and responsibilities.
6. Conduct realistic Crisis Simulations and Tabletop Exercises to enhance response capabilities.
7. Integrate Business Continuity Management (BCM) and Disaster Recovery (DR) into overall crisis planning.
8. Understand the legal, ethical, and governance implications of crisis response for board oversight.
9. Protect and restore Organizational Reputation and Brand Trust in the aftermath of a crisis.
10. Leverage Data Analytics and Predictive Modeling for early warning systems and informed crisis intelligence.
11. Foster a culture of Organizational Resilience and Adaptive Capacity across all levels.
12. Develop comprehensive Post-Crisis Review and Lessons Learned protocols for continuous improvement.
13. Navigate Regulatory Compliance and Stakeholder Expectations during and after a crisis event.

Organizational Benefits

- Builds the capacity to withstand and recover from disruptive events, minimizing operational downtime.
- Safeguards brand image and public trust, preventing long-term damage from negative publicity.
- Equips leaders with structured approaches for rapid, effective decisions under pressure.
- Minimizes the economic impact of crises through proactive planning and swift response.
- Fosters transparency and trust with employees, customers, investors, and regulatory bodies.
- Ensures adherence to relevant laws, regulations, and industry standards for crisis management.

- Differentiates the organization as a reliable and responsible entity in challenging times.
- Boosts morale and ensures the well-being of staff through clear protocols and preparedness.

Target Audience

1. Board Members and Directors
2. C-Suite Executives (CEOs, CFOs, COOs, CIOs, CMOs)
3. Senior Management and Department Heads
4. Risk Management Professionals
5. Business Continuity and Disaster Recovery Managers
6. Corporate Communications and Public Relations Professionals
7. Legal and Compliance Officers
8. Internal Audit Teams

Course Outline

Module 1: The Evolving Landscape of Crisis and Board Imperatives

- Understanding the **VUCA environment** and its impact on modern organizations.
- Defining different types of crises: operational, financial, technological, reputational, human capital.
- The board's fiduciary duties and strategic role in **crisis oversight** and **governance**.
- Identifying key **crisis triggers** and emerging risks in 2025.
- **Case Study:** The Boeing 737 MAX crisis - examining board accountability and operational failures.

Module 2: Foundations of Crisis Management & Preparedness

- Developing a comprehensive **Crisis Management Policy** and **Framework**.
- Key principles of **ISO 22361** for establishing a robust crisis capability.
- Structuring the **Crisis Management Team (CMT)**: roles, responsibilities, and command center operations.
- Integrating crisis management with **Enterprise Risk Management (ERM)**.
- **Case Study:** The Tylenol poisoning crisis - a classic example of effective early crisis response and brand recovery.

Module 3: Risk Assessment, Vulnerability Analysis & Early Warning

- Methodologies for identifying and assessing potential **crisis scenarios**.
- Conducting **vulnerability analyses** of critical assets and operations.
- Implementing **predictive analytics** and **social listening** for early warning signs.
- Developing **risk registers** and mitigation strategies.
- **Case Study:** Equifax data breach - analyzing the failure of proactive cybersecurity risk management.

Module 4: Crisis Communication & Stakeholder Engagement

- Developing a proactive **Crisis Communication Plan**: internal and external messaging.
- Strategies for managing traditional and **digital media** during a crisis.
- **Social media crisis management**: monitoring, response, and reputation repair.
- Engaging key stakeholders: employees, customers, investors, regulators, and the public.
- **Case Study:** United Airlines passenger removal incident - examining the impact of poor crisis communication and social media backlash.

Module 5: Legal & Regulatory Aspects of Crisis Management

- Understanding legal obligations and potential liabilities during a crisis.
- Navigating **regulatory inquiries** and investigations.
- Data privacy and **GDPR compliance** in crisis situations.
- The role of legal counsel in **crisis response**.
- **Case Study:** Volkswagen emissions scandal - exploring the legal, regulatory, and reputational fallout.

Module 6: Business Continuity & Disaster Recovery Integration

- Defining **Business Continuity Management (BCM)** and its relationship to crisis management.
- Developing **Business Impact Analyses (BIAs)** and recovery strategies.
- Creating effective **Disaster Recovery Plans (DRP)** for IT and operational systems.
- Ensuring **supply chain resilience** and diversification.
- **Case Study:** Hurricane Katrina's impact on businesses - highlighting the importance of robust BCM and DRP.

Module 7: Crisis Leadership & Decision-Making Under Pressure

- Characteristics of effective **crisis leaders** and **adaptive leadership**.
- Techniques for **decision-making under uncertainty** and extreme pressure.
- Maintaining composure and clarity during chaotic situations.
- Delegation, empowerment, and team coordination in crisis.
- **Case Study:** The Miracle on the Hudson (US Airways Flight 1549) - analyzing Captain Sullenberger's leadership and rapid decision-making.

Module 8: Conducting Effective Crisis Simulations & Exercises

- Designing and facilitating realistic **tabletop exercises**.
- Planning and executing full-scale **crisis simulations**.
- Evaluating performance and identifying areas for improvement.
- Creating a culture of continuous learning through drills.
- **Case Study:** Simulated cyberattack exercises - demonstrating the value of practice in refining response protocols.

Module 9: Post-Crisis Recovery & Organizational Learning

- Transitioning from crisis response to **recovery operations**.
- Conducting comprehensive **post-crisis reviews** and **lessons learned sessions**.
- Implementing corrective actions and updating crisis plans.
- Rebuilding **stakeholder trust** and organizational morale.
- **Case Study:** BP Deepwater Horizon oil spill - examining the long-term recovery efforts and reputation rebuilding challenges.

Module 10: Cybersecurity Crisis Management

- Understanding the growing threat of **cyberattacks** and data breaches.
- Developing a **cyber incident response plan**.
- Communicating effectively during a cybersecurity crisis.
- Protecting sensitive data and intellectual property.
- **Case Study:** Target data breach - focusing on the impact of a large-scale cyberattack on consumer trust and corporate leadership.

Module 11: Reputational Crisis Management

- Strategies for proactive **reputation management**.
- Identifying and mitigating **reputational risks**.
- Responding to negative publicity and misinformation campaigns.
- Leveraging positive narratives and transparent communication.
- **Case Study:** Johnson & Johnson's Tylenol crisis (revisited from a reputation perspective) - demonstrating a gold standard in reputational recovery.

Module 12: Geopolitical & Macroeconomic Crisis Preparedness

- Assessing the impact of **geopolitical events** and **economic downturns**.
- Developing strategies for managing global supply chain disruptions.
- Navigating political instability and regulatory changes.
- Protecting international operations and personnel.
- **Case Study:** The COVID-19 pandemic's impact on global supply chains and business operations - highlighting the need for macro-level preparedness.

Module 13: The Board's Role in Crisis Governance & Oversight

- Establishing clear lines of authority and communication between the board and management.
- Board committee structures for **crisis oversight**.
- Ensuring adequate resources and training for crisis management.
- Evaluating the effectiveness of the crisis management program.
- **Case Study:** Enron scandal - examining the catastrophic consequences of a lack of board oversight and ethical governance.

Module 14: Emerging Trends in Crisis Management (2025 Outlook)

- The impact of **Artificial Intelligence (AI)** and **Machine Learning** on crisis detection and response.
- The evolving role of **ESG (Environmental, Social, Governance)** factors in crisis and reputation.
- **Quantum computing risks** and future cybersecurity threats.
- **Hybrid workforce** and remote crisis response challenges.
- **Case Study:** Analyzing recent real-world examples of organizations successfully leveraging technology in crisis.

Module 15: Building a Resilient & Crisis-Ready Culture

- Fostering a culture of **preparedness** and accountability.
- Promoting **psychological safety** and well-being during crisis.
- Integrating crisis learning into organizational development.
- The importance of continuous improvement and adaptation.
- **Case Study:** Patagonia's approach to corporate social responsibility and building resilience through its values.

Training Methodology

This training course employs a dynamic and interactive methodology to ensure maximum engagement and practical application. It will include:

- **Expert-Led Lectures and Presentations:** Delivered by seasoned crisis management professionals.
- **Interactive Group Discussions:** Fostering peer-to-peer learning and diverse perspectives.

- **Real-World Case Studies Analysis:** Deep dives into historical and contemporary crisis events.
- **Practical Exercises and Workshops:** Hands-on activities to apply learned concepts.
- **Tabletop Simulations and Crisis Drills:** Immersive scenarios to practice decision-making under pressure.
- **Role-Playing:** Simulating challenging communication scenarios.
- **Q&A Sessions:** Direct interaction with instructors and industry experts.
- **Action Planning:** Developing personalized strategies for organizational implementation.

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.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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