

Leading In Crisis - Taking Command & Control of Crisis Situation & Communication

2 Day Crisis Management & Leadership Workshop

“Are your leaders ready to face the crisis when it happens?”

Suitable for

Company Directors, Managers, Team Leader, Top Management, Middle Management, Senior Management, Spokesperson of an institution, organization, corporate or government; Key Person who deal with the media in their organization; Business Owners, Stakeholders, Investors and Public Relations personnel.

Course Description

For leaders, crisis can be the most painful experience that will test whether they are fit to be who they are in the organization. It is also an acid test for businesses as it will challenge how strong their brand is and their brand based system in a state of turmoil. The real challenge in handling crisis is how you would balance the act. On one side you need to strive towards solving the problem and on the other side you need to ensure that everything is within your control and behave that everything is going on fine. If you are not powerful and careful enough, you will be charged for Information Pollution. The media is out there to magnify the pollution and the consequences can be devastating.

Course Objectives

By the end of this program, participants should be able to:

- Understand what is a crisis and the various types of crisis that could impact your business
- Understand how to prepare your organization / team to handle crisis when it comes
- Establish a system to prevent some issues into magnifying into a crisis
- Establish a crisis detection system to detect any potential problems and unforeseen conditions
- Use the crisis detection system to monitor the extent of damage and minimize the impact of the crisis
- Establish a powerful crisis management team
- Setting and enforcing the new rules of engagement
- Handle the media relations in crisis situation
- Establish and enforce proactive crisis management strategies
- Minimize loss of sales and protect your brand from being tainted
- Know how and what to talk through the media to strengthen the brand image
- Protect and fortify investors and stakeholders confidence
- Build a system to lead in the new crisis situation
- Handle dispute resolution both internally and externally

SIEGER TRAINING CONSULTANTS (P) LIMITED

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Course Content

1. The BLUEPRINT of A Crisis

- What is a Crisis?
- The Crisis ANATOMY
- Various Types Of Crisis and Their IMPACT to your organization
- Five Things To Assume on How Your Crisis Will Emerge
- Calling PAN!! PAN!! “Identifying & Communicating without delay and hesitation that you are in a crisis”

2. PREVENTION – The Immune System of Crisis Management

- The First Line of Defense against A Crisis
- The Proactive Preventive measures
- Establishing The Rules of Engagement well in advance

3. The CRISIS DETECTION SYSTEM (CDS)

- Establishing the Crisis Detection System in your organization
- Frequently Test – Run Your Crisis Detection System (CDS)
- Using the CDS in a crisis situation to gauge the impact and severity
- Early Detection will ensure fast recovery with minimum damage

4. FIVE PHASES of Crisis Management

1st Phase: Moving From denial To ACCEPTANCE

- Managers and directors can waste a lot of precious time at the outburst of a crisis denying its existence and trying to prove otherwise
- How you can overcome this unnecessary reaction by using a tracking system
- How to communicate the reality to the key people in the organization

2nd Phase: Mustering the TEAM

- Communing the team together
- Identifying the extent of damage using the Crisis Detection System (CDS)
- Establishing the internal crisis communication standards

3rd Phase: Mitigating & Controlling the Damage

- Controlling and minimizing the extent of damage occurred
- How to respond to the Media?
- Being On The Edge

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4th Phase: Swing to Solution Consciousness

- Taking Command & Control Of The situation
- Establishing Proactive action to solving the crisis
- Execute and Monitoring the Situation until it's back to normal
- Resolving disputes internally and externally

5th Phase: Damage Recovery

- Learning From the Mistake
- De-briefing and creating preventive measures
- Communicating the chronicles
- Recover From A Crisis

5. The Crisis Management FRAMEWORK

- TEAM – Establishing the Crisis Management TEAM to Combat the CRISIS
- LEADERSHIP – Taking Command & Control Of the Crisis Situation
- MISSION – Inspiring the purpose of the WAR
- FINANCIAL – Forecasting & mitigating the Financial IMPACT
- COMMUNICATION – Establishing an unique INTERNAL & EXTERNAL Communication standards
- SYSTEM – Establishing & Enforcing a new system to Resolve the Crisis
- LEGAL – Knowing What To Say and What Not To Reveal
- BRAND – Managing your Brand Image and Establishing Service Recovery Plan

6. Developing the CORE Action PLAN

- The 5 principles to bear in mind during the planning process
- Practical Guidelines and Best practices to adopt when planning the action plan
- Avoiding the common mistakes and major pitfalls made during the planning process

7. Managing the MEDIA & the INTERNET

- Understanding the MEDIA – They have their script, do you have one?
- Understanding the INTERNET – How Not to get run over the Internet Stampede
- Information Pollution Prevention (IPP) – how to Establish and Enforce the IPP Policy
- Knowing the “GOLDEN RULES” on what to say and what not to reveal
- Training & Coaching your spokesperson
- The Information Pollution Prevention Checklist

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Methodology

This course is essentially participative and practical, emphasizing learning through experience, both from structured activities on the program eg. Role plays, group work, video screening, case studies and discussion from individual experience.

Other Details:

- Payment to be made within 15 days from the date of the invoice.
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