

Master the fundamentals of crisis management

Description

Cette formation propose une synthèse claire des principaux éléments permettant de gérer une crise. Vous apprendrez à cerner les crises possibles et à organiser leur gestion avant qu'elles ne surviennent, et à structurer un plan de crise pour y faire face.

Course Content

Introduction

- What is a crisis?
- Exceptional events due to their scale
- Exceeding the psychological threshold. Immediate inability to restore the situation
- Change, a vector of crises. The ability to react

Potential for crises and scenarios

- Crises only happen to others! Anticipate and prepare
- Assess the potential for crisis. Identify all stakeholders
- Objectives of the crisis management organization. Use crisis scenarios
- Prepare for danger. Reduce the severity of the event when and if it occurs
- Study and pre-deploy protective measures in advance. Limiting collateral impacts and damage
- Formalize trigger levels

Crisis management stages

- Invariable steps. Diagnosis, action and decision
- Quickly perceive the gravity of the situation. Induced priorities and most appropriate decisions
- Entered crisis. Establishment of the crisis unit
- Functions to be assumed

Crisis unit

- Build the crisis cell. Entering the crisis: detection, first actions
- Establishment of the crisis unit. The functions to be assumed
- Communication. Alert and inform staff, partners, the media

Risk management

- Crisis and risk detection
- Analyze, assess and prioritize risks
- Risk management: the phases of risk management, legal obligations
- References and methods (brief introduction)
- Organization of the "risk management" function

Lab / Exercises

- Case study
- Crisis simulation

Documentation

- Digital courseware included

Participant profiles

- Leaders
- Directors

Prerequisites

- Leadership or team management experience

Objectives

- Understanding the different types of crises
- Define the key elements and the different crisis management scenarios
- Structuring a crisis plan
- Manage the different stages of a crisis
- Develop a continuity plan in the context of the crisis

Niveau

Fondamental

Classroom Registration Price (CHF)

1300

Virtual Classroom Registration Price (CHF)

1300

Duration (in Days)

2

Reference

TEAM-CRI