



## Strategic Crisis Management, Incorporating Security & Major Emergency Response

Essential Skills for all Emergency Responders

### ► Upcoming Sessions

29 Jul-02 Aug 2024	Istanbul - Turkey	\$5,950
14-18 Oct 2024	Barcelona - Spain	\$5,950
16-20 Dec 2024	London - UK	\$5,950
24-28 Feb 2025	Dubai - UAE	\$5,950
05-09 May 2025	London - UK	\$5,950
28 Jul-01 Aug 2025	Istanbul - Turkey	\$5,950
13-17 Oct 2025	Barcelona - Spain	\$5,950
15-19 Dec 2025	London - UK	\$5,950

### ► Training Details

#### Training Course Overview

**Crisis Management Team (CMT)** and **Emergency Response Team (ERT)** Leaders need access to the right information, at the right time, and at the right level of detail, to make the right decisions. The value of good crisis leadership has been proven over past years. It is accepted that the increasing range of potential incidents and emergencies which could affect business, disrupt production and affect global reputation are becoming increasingly complicated.

This new Anderson training course will teach you that **Strategic Crisis Management** is the identification, selection and implementation of yours, and the organisation's goals and objectives, and how utilising your authentic Leadership qualities you will be able to deliver great outcomes so successfully dealing with any Crisis.

**This Anderson training course will feature:**

- How to be successful in the Four critical areas of Emergency Response
- Utilising the Five Levels of Leadership to get the maximum from your Teams
- Fourteen characteristics you need to learn to be an effective Crisis Leader
- How to avoid mis-management and so make a bad situation worse
- Rapidly establishing options, making judgements, redefining standards
- Analysis of the human factor, psychological readiness, discipline & leadership

#### Training Course Objectives

**By attending this Anderson training course, delegates will be able to:**

- ▶ **Acquire** an in-depth knowledge of Strategic Crisis Management
- ▶ **Develop** strategies so you and your team respond efficiently and effectively
- ▶ **Analyse** Five deadly leadership behaviours and Six winning strategies in a crisis
- ▶ **Implement** the Five major functional areas of Incident Command Systems
- ▶ **Plan** for more beneficially rewarding multi-agency exercises
- ▶ **Effectively use** advanced techniques that will improve leadership performance at that critical time

## Designed For

Anyone who find themselves responsible for leading on, or implementing Crisis Management, Emergency Response and Business Continuity/Recovery mechanisms.

**This Anderson course is suitable to a wide range of professionals but will greatly benefit:**

- ▶ Fire Management Professionals
- ▶ Security Management Professionals
- ▶ Health, Safety and Environment personnel
- ▶ Operation, Asset and Facility Professionals
- ▶ Risk, Marketing and Insurance Professionals
- ▶ Designated Incident, Emergency and Crisis Response Professionals
- ▶ Line Managers and Supervisors and other professionals wishing to appraise their comprehension of Emergency Response
- ▶ Professionals who have been allocated crisis management tasks yet have had insufficient time to devote to the subject

## ▶ Training Details

### Day One: Evaluate, Mitigate and Responding to Challenges

- ▶ Understanding Strategic Crisis Management
- ▶ Consider the complete range of risks to your organisation
- ▶ CMT and ERT - Roles & Responsibilities
- ▶ Issues management, master this before it becomes a Crisis
- ▶ Who else inside and outside the organisation should be involved
- ▶ Five deadly Leadership behaviours & Six winning strategies
- ▶ Understanding 'denial-curve' and 'group-think' syndromes

### Day Two: Planning & Security - Who and What Else Should be Considered

- ▶ Security Management & Asset Protection
- ▶ Case Studies, why some companies fail, and others survive
- ▶ Based on the previous module, self-evaluation questionnaire
- ▶ Developing, improving & implementing Emergency Response Plans
- ▶ Business Continuity Management (BCM) Strategies
- ▶ Case Study and Workshop

### Day Three: Crisis Communications & Incident On-Scene Management

- ▶ Incident Command Systems (ICS)
- ▶ On Scene Crisis Management, essential elements for success
- ▶ Emergency Communication Centres, avoiding the ten most common mistakes
- ▶ Reputation Management - Managing Social Media
- ▶ Press Conference & step by step guidance on how to conduct TV interviews
- ▶ Case Study
- ▶ Exercise: Crisis Communications Strategy

### Day Four: The Human Factor - What Can Go Right and What Can Go Wrong?

- ▶ Alerting and Warning
- ▶ Evacuation Strategies
- ▶ Major Incident Simulation - Role Playing Workshop
- ▶ Psychological & Welfare concerns in Crisis Management

- ▶ How to improve staff morale and confidence in the process
- ▶ Questionnaire, are your batteries in good condition
- ▶ Corporate Case Study – when the board get it wrong

## **Day Five: Crisis Management Plan Testing, Training and Exercising**

- ▶ Case Studies x 3 with the same root cause, are we learning
- ▶ Exercises: a programme of learning and of validating plans and procedures
- ▶ How to get advantageous results from an exercise
- ▶ Post Incident evaluations, de-briefing skills, managing hot & cold de-briefs
- ▶ Critique report writing, executive summaries and key recommendations
- ▶ Closing the loop. Implementing recommendations, continuing the process

## **▶ The Certificate**

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

### **▶ INFO & IN-HOUSE SOLUTION**

**For more information about this course, call or email us at:**

**Call us: +971 4 365 8363**

**Email: [info@anderson.ae](mailto:info@anderson.ae)**

**Request for a Tailor-made training and educational experience for your organization now:**

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