

Training Workshop Module Overview

Innesskirk's innovative "Crisis Management" provides delegates with the skills necessary to create a plan, pinpoint vital information and evaluate key managers and information carriers within your organization. Delegates will be ready to implement systems and strategies which will enable the business to remain operational, while protecting the organization's reputation, key business assets, employees and other stakeholders.

Unexpected natural disasters, character assassinations, fraud, police investigations, management change or loss, product tampering, unforeseen personnel issues ... the list of possible adverse scenarios seems endless. With online and social media channels ready to spread the word in an instant, the potential risks are higher than ever. This Crisis Management workshop is designed to boost awareness and give you practice and hands-on tools that will create an atmosphere of preparedness.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course. Delegates will be asked to identify a project where the techniques and skills learned during the course can be implemented within an identified period of time.

Workshop Objectives Delegates Will Be Able To...

- Understand the crisis management cycle
- Conduct a hazard assessment and business impact analysis
- Implement a mitigation program to eliminate or lessen the impact of potential disasters
- Identify requirements of business continuity and disaster recovery
- Address disaster-related communication protocols
- Develop workable plan documents and tools
- Effectively test strategies and procedures

Post Workshop IMPACT™ Program

IMPACT™ Project – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

IMPACT™ Coaching – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

Workshop Agenda – DAY ONE

WELCOME

Introduction And Course Objectives

Agenda begins with the introduction of course objectives, material, methodology and pedagogy. Instructor led introduction of delegates through icebreaker activities.

What Is An Incident?

This session includes an overview of potential incidents and how they affect an organization; an introduction of the crisis management cycle; how incidents escalate and where impact management needs to focus its efforts.

Hazard Assessment And Business Impact Analysis

Delegates learn to systematically analyze the business and gauge the impact of possible incidents. This includes building a risk management profile.

Identifying The Management Team

This segment addresses the personnel who should be part of the incident management team, setting roles and responsibilities and assigning required resources.

LUNCH

The Crisis Management Plan

We will review the elements of a crisis management plan including: tools and systems for incident management and recovery; incident support procedures; and create an incident management checklist.

Crisis Communication Essentials

Delegates will learn and practice the skills required to continue effective communication in times of crisis; contact with stakeholders; the do's and don'ts; press releases and press interview basics.

Crisis Test Strategies

Focus of this section will be upon building awareness, training and testing methods.

Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

CLOSING

Review the main points of interest for the course, deliver course administration like evaluation, action plan, certificates.



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