

Training Title

STRATEGIC CRISIS MANAGEMENT: INCORPORATING SECURITY & MAJOR EMERGENCY RESPONSE

Training Duration

5 days

Training Venue and Dates

Strategic Crisis Management: Incorporating Security & Major Emergency Response	5	03rd to 07th August 2025	\$5,500	Cairo, Egypt.
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Trainings will be conducted in any of the 4 or 5 star hotels.

Training Fees

- *5,500 US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Lunch.*

Training Certificate

Prolific Consultants FZE Certificate of Course Completion will be issued to all attendees.

COURSE OVERVIEW

COURSE DESCRIPTION

Leaders of Crisis Management Teams (CMT) and Emergency Response Teams (ERT) must have timely, relevant, and accurate information to make critical decisions effectively. Strong crisis leadership has consistently demonstrated its value over the years. As organizations face an increasingly complex range of potential emergencies that could disrupt operations and impact global reputation, the need for effective crisis management has never been greater.

This training course provides participants with the knowledge and tools to navigate Strategic Crisis Management. It focuses on defining objectives, making informed decisions, and leveraging authentic leadership skills to manage crises successfully.

This Strategic Crisis Management: Incorporating Security & Major Emergency Response training course will feature:

- *Mastering the four essential aspects of emergency response*
- *Applying the five levels of leadership to maximize team effectiveness*
- *Understanding the 14 key attributes of an effective crisis leader*
- *Identifying and avoiding common crisis mismanagement pitfalls*
- *Quickly assessing options, making critical decisions, and adapting standards*
- *Evaluating psychological readiness, discipline, and leadership in high-pressure situations*

COURSE OBJECTIVES:

By the end of this training course, participants will be able to:

- *Gain a comprehensive understanding of Strategic Crisis Management*
- *Develop structured strategies to ensure a prompt and effective crisis response*
- *Identify five critical leadership behaviors that can hinder crisis management and six strategies for success*
- *Apply the five core functional areas of an Incident Command System*
- *Design and implement multi-agency crisis response exercises for improved collaboration*
- *Utilize advanced leadership techniques to enhance decision-making under pressure*

SUITABLE FOR:

- ✓ *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 have had insufficient time to devote to the subject*

TRAINING METHODOLOGY:

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

Very useful Course Materials will be given.

COURSE OUTLINE: -

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*

Day Three

Crisis Communications & Incident On-Scene Management

- *Incident Command Systems (ICS)*
- *On Scene Crisis Management, essential elements for success*
- *Emergency Communication Centers, 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*

Case Studies, Last Day Review, Discussions & Pre & Post Assessments will be carried out.

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