



*Training Course:
Strategic Crisis Management: Planning for
Unexpected Challenges*

*12 - 16 April 2027
Casablanca (Morocco)*

Training Course: Strategic Crisis Management: Planning for Unexpected Challenges

Training Course code: LS7008 From: 12 - 16 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's unpredictable business environment, organizations face increasing risks from economic instability, technological failures, cyber threats, operational disruptions, natural disasters, and security incidents. Effective crisis management is no longer optional; it is a strategic necessity for protecting organizational continuity, reputation, assets, and stakeholder confidence.

The Strategic Crisis Management: Planning for Unexpected Challenges program is designed to equip participants with the strategic knowledge, leadership capabilities, and practical frameworks required to prepare for, respond to, and recover from crises effectively. The program focuses on crisis preparedness, strategic decision-making, business continuity, emergency planning, communication management, stakeholder coordination, and organizational resilience.

Participants will gain practical tools and techniques to identify vulnerabilities, manage crisis situations confidently, strengthen emergency response capabilities, and develop proactive crisis management strategies that support organizational sustainability and operational continuity.

Course Objectives

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

- Understand the principles and frameworks of strategic crisis management.
- Identify organizational risks, vulnerabilities, and crisis scenarios.
- Develop effective crisis response and business continuity strategies.
- Apply strategic decision-making during emergencies and crises.
- Organize and manage crisis and emergency control centers.
- Develop crisis communication and reputation management strategies.
- Improve stakeholder coordination and multi-agency collaboration.
- Conduct crisis simulations, exercises, and plan validation activities.
- Enhance organizational resilience and crisis preparedness.
- Lead crisis response teams effectively during emergency situations.

Target Audience

- Senior Executives and Directors
- Risk and Crisis Management Professionals
- Business Continuity Managers
- Operations and Department Managers
- HSE and Security Professionals
- Emergency Response Team Members
- Project and Program Managers

- Corporate Communications and Public Relations Professionals
- Professionals Responsible for Organizational Resilience and Emergency Planning

5-Day Training Outline

Day 1: Foundations of Strategic Crisis Management

- Introduction to crisis management principles
- Types of organizational crises and threats
- Roles and responsibilities of crisis managers
- Identifying organizational risks and vulnerabilities
- Crisis leadership and decision-making fundamentals
- Understanding denial and group-think syndromes
- Case studies on organizational crisis successes and failures

Day 2: Crisis Planning and Business Continuity

- Crisis preparedness and mitigation strategies
- Developing emergency response plans
- Business continuity management BCM frameworks
- Business Impact Analysis BIA
- Organizational contingency planning
- Crisis management teams and emergency control centers
- Mutual aid and inter-agency coordination

Day 3: Crisis Communication and Reputation Management

- Crisis communication principles
- Managing media and public relations during crises
- Strategic communication planning
- Press conferences and media interview techniques
- Stakeholder communication and reputation management
- Command and control structures during incidents
- Crisis communication case studies and exercises

Day 4: Incident Response and Crisis Leadership

- Operational, tactical, and strategic crisis management levels
- Managing incidents and emergency response operations
- Crisis simulations and role-playing workshops
- Decision-making under pressure
- Psychological and welfare considerations during crises
- Supporting employees during and after incidents
- Improving organizational morale and resilience

Day 5: Recovery, Evaluation, and Continuous Improvement

- Post-incident recovery strategies
- Evaluating crisis response effectiveness

- Debriefing and lessons learned processes
- Crisis exercises and validation techniques
- Corrective actions and improvement planning
- Reporting and executive summaries
- Building long-term organizational resilience
- Final workshop and action planning

Registration form on the Training Course: Strategic Crisis Management: Planning for Unexpected Challenges

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