

# MANAGEMENT DEVELOPMENT PROGRAMMES

## MANAGEMENT DEVELOPMENT

Course Title	: <b>CRISIS MANAGEMENT</b>
Course Code	: MD: CM
Course Overview	: Your organisation's reputation is probably the single most important commodity it owns. You rarely get a second chance to avert a crisis. Therefore, it is crucial that you have in place a crisis management plan and the know-how to hopefully avoid, plan for and act, when a crisis arises. This course deals with preparing for a crisis (in advance), handling a crisis when one arises, formulating a strategy and deciding on a plan of action to protect your reputation, minimise damage, and if possible, turn things around.
Target Audience	: Senior and management team. Anyone who has a role in a part of your organisation that could be affected in a time of crisis.
Selected Session Topics	: <ul style="list-style-type: none"> <li>- <b>Introduction and objectives</b></li> <li>- <b>Planning and preparation</b></li> <li>- <b>What issues could hit you?</b></li> <li>- <b>Identifying your audience</b> <ul style="list-style-type: none"> <li>• Who would be affected by the crisis?</li> <li>• Who could affect us?</li> <li>• Who needs to know?</li> </ul> </li> <li>- <b>Lines of communication</b></li> <li>- <b>Key messages</b></li> <li>- <b>Crisis spokespeople</b></li> <li>- <b>Handling the issue</b></li> <li>- <b>Strategy &amp; action</b></li> </ul>
Key Take-Away	: <ul style="list-style-type: none"> <li>- Identify issues management – the basic tools.</li> <li>- Discover the kind of issues which could hit the organisation.</li> <li>- Learn how to build a crisis management team.</li> <li>- Learn how to prepare materials and to handle issues.</li> <li>- Identify crisis management strategies.</li> <li>- Learn to develop action plan and formulate key messages.</li> </ul>

