

Crisis Management Workshop

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

OVERVIEW

In today's fast-paced and interconnected world, the ability to effectively manage crises has never been more crucial. This comprehensive workshop is designed to equip you with the knowledge, tools, and strategies necessary to handle a wide range of crises, with a particular emphasis on addressing challenges posed by social media.

As organizations and individuals become increasingly reliant on digital platforms for communication, information spreads faster than ever before. This dynamic landscape requires a proactive and adaptive approach to crisis management.

This workshop will not only cover the essential foundations of crisis management but also delve deep into the realm of social media, where misinformation can spread like wildfire, and reputations can be made or broken in an instant.

LEARNING OBJECTIVES

At the end of this course, you will be able to:

- Value the importance of having a crisis management plan.
- Create, Adapt, and/or enhance an effective crisis management plan.
- Determine the appropriate message and the right platform for the needed coverage by employing the crisis communication principles.
- Influence and execute or steer away from others to your point of view.
- Conduct a post-crisis evaluation, recovery, and improvement for future crisis readiness.

TARGET PARTICIPANTS

Sales Executives, Sales Managers and Management teams.

METHODOLOGIES

Trainer incorporates technologies learnt from Neuro Associative Conditioning, Neuro Action Technology and fundamental Neuro Linguistic Programming with Action Learning to create an environment where participants will be fully engaged on both conscious and subconscious level.

Training is delivered in a highly interactive and experiential way. Concepts and background information are presented through group exercises, discussion and activities creating an environment that facilitates accelerated learning and application.

The trainer will facilitate discussion of real issues and challenges that the participants face in their work and private lives. Each activity will be thoroughly de-briefed to link the learning to real life situations.

COURSE CONTENTS

PROGRAM MANDATORIES

- Welcome
- Introductions
- Program Objectives

Module 1: Introduction To Crisis Management

- Welcome and workshop objectives
- Importance of crisis management
- Key terminology and concepts

Module 2: Types Of Crises

- Natural disasters
- Technological crises
- Human-induced crises
- Reputation crises
- Social media-specific crises

Activity: Case Study on various types of Crises and categorizing them.

Module 3: Crisis Preparation And Planning

- Risk assessment and identification
- Building a crisis management team
- Developing a crisis management plan
- Communication strategies

Activity: Pitching the Right Story

Participants here will have hands-on experience in crafting a strategic story for various crises.

Module 4: Crisis Communication Basics

- The role of communication in crisis management
- Effective communication principles
- Key messaging and spokesperson training
- Crisis communication tools and resources

Activity: Top 5 Potential Crises

Participants will be required to list the 5 top potential crises in their workplace

REVIEW

Module 5: Social Media's Impact On Crisis Management

- Understanding the power of social media in crises
- Big brands and their responses to Social Media Crises
 - The orangutan conspiracy
 - Fun facts - fatality rates on airplanes based on seating locations.
 - The Shoe That Fell Apart
 - Influencer accused of stealing.
 - Balenciaga

Activity: Active discussion on what could have been done better

Module 6: Be Prepared For A Crises

- Binoculars – Seeing and Listening to what's happening on the web.
- Categorising the intensity of the Crises
- Crisis Management Plan Framework
- The must-haves in Crisis Management Plan
- Establishing the Escalation Framework
- Roles and Responsibilities

Activity: Creating, Adapting, and Enhancing A Crisis Management Plan

Learning Outcome: Participants will have first-hand experience in devising a policy for the organization.

Module 7: Social Media Crisis – Do's And Don'ts

- Embracing Social Listening

- Responding Fittingly
- Undermining of Customers
- Inappropriate Marketing Messages
- Distasteful Comments

Activity: Social Media Mayhem

Learning Outcome: Participants will learn to design a plan to respond to the respective case studies provided to them by employing their Social Media Crisis Management Plan

Module 8: Post-Crisis Evaluation And Recovery

- Assessing the effectiveness of crisis management efforts
- Rebuilding trust and reputation
- Implementing post-crisis improvements

End of program