Executive Crisis Management and Business Continuity Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS2733_293618

Course Introduction / Overview:

In today's volatile and interconnected global landscape, the ability of an organization to withstand and recover from disruption is a critical determinant of its long-term survival and success. This course is meticulously designed for the C-Suite and senior leadership, focusing on the strategic imperatives of crisis management and business continuity planning. We move beyond theoretical frameworks to provide actionable strategies for leading under pressure. As Norman R. Augustine noted in his seminal work, "Augustine's Laws", the most effective crisis management is proactive, not reactive. This principle is the cornerstone of our curriculum. Participants will explore the full spectrum of crisis leadership, from initial threat assessment and risk mitigation to decisive incident response and post-crisis recovery. The program at BIG BEN Training Center integrates sophisticated concepts of operational resilience, stakeholder communication, and reputation management, ensuring that leaders are not just prepared to manage a crisis, but are equipped to emerge stronger. This training provides a comprehensive roadmap for embedding a culture of resilience throughout the organization, transforming crisis preparedness from a departmental task into a strategic leadership competency.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Chief Financial Officers (CFOs).
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Board Members and Chairpersons.
- Vice Presidents and Senior Vice Presidents.
- Heads of Strategic Planning and Corporate Development.
- Risk Management and Compliance Executives.
- General Counsel and Heads of Legal Departments.
- Senior leaders responsible for organizational resilience.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Telecommunications and Technology.
- Manufacturing and Supply Chain Logistics.
- Aviation and Transportation.
- Retail and Consumer Goods.
- Governmental agencies and public sector organizations.
- Hospitality and Tourism.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Risk Management and Compliance.
- Operations Management.
- Information Technology and Cybersecurity.
- Corporate Communications and Public Relations.
- Legal and Regulatory Affairs.
- Human Resources.
- Strategic Planning.
- Supply Chain and Procurement.
- Internal Audit.

Course Offerings:

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

- Develop a robust crisis management framework tailored to their organization's specific risk profile.
- Lead with confidence and make critical decisions under extreme pressure.
- Master advanced techniques for business impact analysis and continuity planning.
- Implement effective crisis communication strategies to manage stakeholders and protect brand reputation.
- Conduct realistic tabletop exercises and crisis simulations to test and refine response plans.
- Integrate business continuity with overall corporate strategy and governance.
- Foster a culture of organizational resilience and proactive risk mitigation.
- Analyze post-crisis performance to drive continuous improvement and learning.
- Navigate the legal and regulatory complexities associated with crisis events.

Course Methodology:

This training course employs a highly interactive and immersive learning methodology designed for senior executives. At BIG BEN Training Center, we believe that strategic leadership skills are best honed through practical application. The methodology is centered around advanced case study analysis of real-world corporate crises, allowing participants to deconstruct complex events and strategic decisions. A significant portion of the course is dedicated to high-fidelity simulations and tabletop exercises, where participants will be challenged to respond to evolving crisis scenarios in real-time. These sessions are designed to replicate the pressure and ambiguity of an actual event, fostering critical thinking and decisive leadership. The program incorporates peer-to-peer learning through facilitated group discussions and collaborative problem-solving workshops. Expert-led presentations will introduce cutting-edge frameworks and best practices, while structured feedback sessions provide personalized insights for professional growth. This blended approach ensures that participants not only grasp the theoretical concepts but also develop the practical skills and confidence to lead effectively through any disruption.

Course Agenda (Course Units):

Unit One: The Strategic Landscape of Modern Crises

- The anatomy of a crisis in the 21st century.
- The C-Suite's role and responsibility in crisis leadership.
- Understanding the link between crisis management and business continuity.
- Categorizing threats: from cyber-attacks to supply chain disruptions.
- Legal and regulatory compliance in crisis preparedness.
- Establishing a crisis management governance structure.
- Case study analysis of leadership failures and successes.

Unit Two: Proactive Planning and Preparedness

- Conducting a comprehensive enterprise risk assessment.
- Mastering the Business Impact Analysis (BIA) process.
- Developing the strategic Business Continuity Plan (BCP).
- Formulating a dynamic Crisis Management Plan (CMP).
- Building and training the Crisis Management Team (CMT).
- Resource allocation and logistics for crisis response.
- Integrating threat intelligence into proactive planning.

Unit Three: Leading During the Crisis

- Activating the Crisis Management Plan and command center operations.
- Decision-making frameworks for high-pressure situations.
- The psychology of leadership under duress.
- Managing the flow of information and situational awareness.
- Leading the Crisis Management Team effectively.
- Ethical considerations and dilemmas in crisis response.
- Simulated crisis scenario: The first 24 hours.

Unit Four: Strategic Communication and Reputation Management

- Developing a multi-channel crisis communication strategy.
- Managing internal stakeholders: employees, board members, and unions.
- Engaging external stakeholders: media, investors, customers, and regulators.
- The role of the CEO as the chief spokesperson.
- Combating misinformation and managing social media.
- Preserving and rebuilding brand reputation and trust.
- Case study: Communication strategies that saved or sank a company.

Unit Five: Recovery, Resilience, and Continuous Improvement

- Transitioning from crisis response to business recovery.
- Conducting a thorough post-incident review and root cause analysis.
- Documenting lessons learned and implementing corrective actions.
- Building long-term organizational and operational resilience.
- Embedding a culture of preparedness throughout the organization.
- Future-proofing the organization against emerging threats.
- Final simulation: From crisis to recovery and strategic renewal.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond financial and operational metrics, how can a leader truly measure the 'success' of their response to a crisis that was averted or effectively managed?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the strategic and leadership dimensions of crisis management, specifically tailored for the C-Suite and senior executives. While many programs concentrate on the technical aspects of creating a business continuity plan, our curriculum delves into the more complex challenges of decision-making under extreme pressure, managing stakeholder psychology, and navigating the ethical gray areas that define a true crisis. We move beyond checklists and templates to cultivate a leadership mindset rooted in resilience and strategic foresight. The course heavily emphasizes high-fidelity simulations and interactive case studies that mirror the ambiguity and velocity of real-world events, forcing participants to lead, not just manage. It uniquely integrates the disciplines of risk management, strategic communication, and operational resilience into a single, cohesive framework. The focus is less on the plan as a document and more on the leadership capabilities required
to inspire confidence, maintain trust, and steer the organization through turmoil towards a position of renewed strength.