Leadership in Crisis Communication and Management Training Course



07 - 11 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #GRC6208_31011

Course Introduction / Overview:

In today's volatile and interconnected world, effective crisis management is not just a function of public relations but a core leadership competency. This intensive training course is designed to equip leaders with the strategic communication skills and decision-making frameworks necessary to navigate complex crises with confidence and integrity. Moving beyond reactive damage control, the program focuses on building organizational resilience through proactive planning and transparent stakeholder engagement. Drawing on established principles, such as those articulated by renowned academic Timothy Coombs in his Situational Crisis Communication Theory, participants will learn to analyze crisis situations, craft compelling messages, and lead their teams effectively under pressure. This course, offered by BIG BEN Training Center, integrates theoretical knowledge with practical application, referencing key concepts from texts like "Ongoing Crisis Communication: Planning, Managing, and Responding" by Timothy Coombs. It provides a comprehensive A to Z guide for leaders aiming to protect their organization's reputation, maintain trust, and emerge stronger from any challenge.

Target Audience / This training course is suitable for:

- Executives and Senior Leadership.
- Public Relations and Corporate Communications Directors.
- Risk Management and Compliance Officers.
- Department Heads and Team Leaders.
- Government Officials and Public Sector Managers.
- Emergency Response Team Members.
- Human Resources Managers.
- Legal Counsel and Advisors.
- Operations Managers.

Target Sectors and Industries:

- Corporate and Multinational Corporations.
- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Aviation and Transportation.
- Telecommunications and Technology.
- Governmental Bodies and Public Administration.
- Non-Profit and Non-Governmental Organizations.
- Education and Academic Institutions.
- Manufacturing and Retail.

Target Organizations Departments:

- Executive Management and C-Suite Offices.
- Corporate Communications and Public Relations.
- Risk Management and Internal Audit.
- Legal and Compliance Departments.
- Human Resources.
- Operations and Logistics.
- Customer Service and Relations.
- Information Technology and Cybersecurity.
- Health, Safety, and Environment (HSE).

Course Offerings:

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

- Develop a comprehensive crisis management and communication plan.
- Identify potential vulnerabilities and conduct a thorough risk assessment.
- Lead a crisis management team with clarity and authority.
- Master techniques for effective media relations during a crisis.
- Craft clear, consistent, and empathetic messages for all stakeholders.
- Utilize digital and social media for real-time crisis communication.
- Apply ethical decision-making frameworks under extreme pressure.
- Manage internal communications to maintain employee morale and trust.
- Conduct a post-crisis analysis to foster organizational learning and improvement.
- Enhance personal leadership resilience and emotional intelligence in high-stress situations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that leadership skills in crisis management are best developed through active participation and real-world application. The course structure moves beyond traditional lectures to incorporate a dynamic blend of learning techniques. Participants will engage in in-depth analysis of historical and contemporary case studies, dissecting the strategies that led to success or failure in real crisis scenarios. A significant portion of the training is dedicated to hands-on, simulation-based exercises and role-playing, where attendees can practice their decision-making and communication skills in a controlled, supportive environment. Facilitated group discussions and brainstorming sessions encourage peer-to-peer learning and the exchange of diverse perspectives. Participants will receive constructive feedback from the instructor and peers, allowing for continuous improvement throughout the five-day program. This experiential approach ensures that leaders not only understand the theories of crisis management but are also confident in their ability to apply them effectively when it matters most.

Course Agenda (Course Units):

Unit One: The Anatomy of a Crisis and Leadership's Role

- Defining a crisis versus an incident.
- The lifecycle of a crisis from pre-crisis to post-crisis.
- Types of organizational crises: reputational, financial, operational, and technological.
- The foundational role of leadership in crisis management.
- Introduction to Situational Crisis Communication Theory (SCCT).
- Understanding stakeholder mapping and prioritization.
- The intersection of legal and communication considerations.

Unit Two: Proactive Crisis Preparedness and Planning

- Conducting a comprehensive vulnerability and risk assessment.
- Developing a robust crisis management plan (CMP).
- Establishing a clear crisis communication protocol and chain of command.
- Forming and training the crisis management team (CMT).
- Creating pre-approved messaging templates and holding statements.
- The importance of proactive reputation management.
- Planning and executing crisis simulation drills and exercises.

Unit Three: Strategic Crisis Communication in Action

- Crafting and delivering effective initial response messages.
- Mastering the art of the press conference and media interviews.
- Managing internal communications to align and reassure employees.
- Engaging with stakeholders: investors, customers, and regulators.
- Leveraging digital platforms and social media for crisis response.
- Monitoring online and traditional media for misinformation.
- Techniques for maintaining message consistency across all channels.

Unit Four: Leadership, Ethics, and Decision-Making Under Pressure

- The psychology of decision-making in high-stress environments.
- Leading with emotional intelligence, empathy, and authenticity.
- Ethical frameworks for crisis leadership and communication.
- Managing team dynamics and preventing burnout during a prolonged crisis.
- Communicating difficult decisions with transparency and compassion.
- The leader as the chief spokesperson and symbol of the organization.
- Building and maintaining trust when it is most fragile.

Unit Five: Post-Crisis Recovery and Organizational Resilience

- Conducting a thorough post-crisis evaluation and after-action review.
- Strategies for reputation repair and rebuilding stakeholder trust.
- Communicating recovery efforts and organizational changes.
- Learning from the crisis to strengthen future preparedness.
- Fostering a culture of resilience and continuous improvement.
- Managing the long-term impacts on brand and employee morale.
- Final course project: Presenting a revised crisis response plan.

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:

In an era of instant information and social media, how has the traditional 'golden hour' of crisis response evolved, and what does this mean for ethical leadership decision-making?

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

This course distinguishes itself by deeply integrating the psychology of leadership with the science of strategic communication. While many programs focus solely on the public relations mechanics of crisis response, our curriculum is built on the premise that true crisis management is an act of authentic leadership. We move beyond checklists and templates to explore the complex human dynamics at play, equipping participants with the emotional intelligence and ethical frameworks needed to lead with integrity under immense pressure. The content emphasizes building long-term organizational resilience rather than just short-term damage control. Through a carefully curated blend of advanced communication theory, such as message mapping and stakeholder engagement strategies, and intensive, realistic simulations, participants don't just learn what to do—they experience how to lead. The focus is on fostering a proactive mindset that transforms crisis from a threat to be managed into an opportunity to demonstrate character, reinforce values, and strengthen stakeholder relationships for the future.