Strategic Crisis Management and Business Continuity Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #GRC6317_289862

Course Introduction / Overview:

In today's volatile and interconnected global environment, the ability to anticipate, manage, and recover from disruptive events is no longer a competitive advantage but a fundamental requirement for survival. This course provides a comprehensive framework for developing robust strategic crisis management and business continuity capabilities. Moving beyond mere disaster recovery, the curriculum delves into creating a culture of organizational resilience. As highlighted by the renowned academic Dr. Denis Fischbacher-Smith in his work, including the influential book "Crisis Management, Strategy and Change," effective crisis management is an integrated strategic function, not just an operational checklist. Participants will explore the full lifecycle of a crisis, from initial risk assessment and business impact analysis to strategic response, stakeholder communication, and post-crisis learning. At BIG BEN Training Center, we have designed this program to equip leaders with the foresight to identify emerging threats and the decisiveness to act effectively under pressure, ensuring the protection of assets, reputation, and long-term viability. This training empowers you to transform potential catastrophes into opportunities for strengthening your organization from the inside out.

Target Audience / This training course is suitable for:

- Crisis Management Team Members.
- Business Continuity Planners and Managers.
- Risk Management Professionals.
- Senior Executives and Board Members.
- Operations and Department Heads.
- IT and Information Security Managers.
- Emergency Response Coordinators.
- Public Relations and Corporate Communications Specialists.
- Human Resources Managers.
- Facilities and Security Managers.
- Supply Chain and Logistics Managers.

Target Sectors and Industries:

- Banking, Financial Services, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Industrial Production.
- Information Technology and Telecommunications.
- Governmental Agencies and Public Sector Organizations.
- Energy, Oil, Gas, and Utilities.
- Transportation and Logistics.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Education and Research Institutions.

Target Organizations Departments:

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

Course Offerings:

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

- Conduct a thorough business impact analysis (BIA) to identify critical functions.
- Develop and implement a comprehensive business continuity plan (BCP).
- Establish and lead an effective crisis management team (CMT).
- Design and execute a strategic crisis communication plan for all stakeholders.
- Make critical decisions confidently under high-pressure situations.
- Evaluate and mitigate a wide range of organizational risks and threats.
- Facilitate crisis simulation exercises and disaster recovery drills.
- Manage reputational risk before, during, and after a crisis.
- Analyze case studies of corporate crises to extract actionable lessons.
- Foster a culture of organizational resilience and continuous improvement.
- Ensure compliance with relevant standards like ISO 22301.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring that participants not only learn the theory but can also apply it directly to their organizational context. We believe that adult learning is most effective when it is experiential. Therefore, the course heavily relies on a blend of expert-led instruction, dynamic group discussions, and collaborative problem-solving workshops. A significant portion of the training is dedicated to analyzing real-world case studies of both successful and unsuccessful crisis management efforts, allowing participants to deconstruct complex scenarios in a controlled environment. The program features intensive role-playing simulations and tabletop exercises that challenge participants to manage a developing crisis in real-time, from initial incident report to public statement delivery. This hands-on approach builds practical skills and muscle memory for effective decision-making under pressure. Participants will receive continuous feedback from the instructor and peers, fostering a rich learning environment that bridges the gap between knowledge and real-world competence.

Course Agenda (Course Units):

Unit One: Foundations of Organizational Resilience

- Introduction to Crisis Management and Business Continuity.
- Differentiating Between an Incident, an Emergency, and a Crisis.
- The Business Continuity Management (BCM) Lifecycle.
- Conducting a Comprehensive Risk Assessment and Threat Analysis.
- Performing a Business Impact Analysis (BIA) to Identify Critical Processes.
- Understanding Key Standards and Frameworks (e.g., ISO 22301).
- The Strategic Importance of Building Organizational Resilience.

Unit Two: Developing the Business Continuity Plan

- Formulating Business Continuity Strategies and Solutions.
- Key Components of a Robust Business Continuity Plan (BCP).
- Developing Plans for IT Disaster Recovery (DRP).
- Allocating Roles, Responsibilities, and Resources.
- Documenting and Communicating the Plan Effectively.
- Supply Chain Resilience and Third-Party Risk Management.
- Integrating BCP with Existing Management Systems.

Unit Three: Strategic Crisis Management and Leadership

- Forming and Structuring the Crisis Management Team (CMT).
- Defining Roles, Responsibilities, and Lines of Authority.
- The Psychology of Decision-Making Under Extreme Pressure.
- Effective Leadership and Command During a Crisis.
- Activating the Crisis Management Plan and Emergency Operations Center (EOC).
- Incident Triage and Prioritization Techniques.
- Managing Team Dynamics and Stress in a Crisis Environment.

Unit Four: Crisis Communication and Stakeholder Management

- Developing a Proactive Crisis Communication Strategy.
- Crafting Clear and Consistent Messages for Different Audiences.
- Managing Internal Communications with Employees and Leadership.
- Handling Media Relations and Social Media During a Crisis.
- Reputation Management and Brand Protection Strategies.
- Engaging with Regulators, Investors, and Other Key Stakeholders.
- The Role of Empathy and Transparency in Communication.

Unit Five: Testing, Maintenance, and Continuous Improvement

- Planning and Facilitating BCP and Crisis Drills.
- Types of Exercises: Tabletop, Functional, and Full-Scale Simulations.
- Evaluating Exercise Performance and Identifying Gaps.
- Establishing a Plan Maintenance and Review Schedule.
- Conducting a Post-Crisis Review and Root Cause Analysis.
- Capturing Lessons Learned to Foster Continuous Improvement.
- Embedding a Culture of Preparedness and Resilience Across the Organization.

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 formal plans and procedures, what is the single most critical element of an organization's culture that determines its ability to survive and thrive after a major crisis?

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

This course distinguishes itself by adopting a truly strategic and holistic perspective on organizational resilience, moving far beyond the technicalities of plan documentation. While many programs focus solely on the operational aspects of business continuity, our curriculum deeply integrates the critical human elements of crisis leadership, decision-making psychology, and stakeholder communication. We emphasize that a plan is only as effective as the people implementing it under duress. The course utilizes advanced, realistic simulation exercises that are not merely procedural walkthroughs but are designed to test participants' strategic thinking, adaptability, and communication skills in a high-pressure environment. Furthermore, we place a significant focus on the post-crisis phase, exploring how organizations can leverage a disruptive event as a catalyst for positive change and long-term strengthening. Rather than just teaching recovery, we teach resilience and evolution. The academic rigor, combined with practical, actionable insights from real-world case studies, ensures participants leave not with a binder of templates, but with a strategic mindset to confidently lead their organization through its most challenging moments.