Effective Crisis Leadership and Emergency Management Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #LE1572_286609

Course Introduction / Overview:

In today's volatile and unpredictable environment, the ability to lead effectively during a crisis is no longer a specialized skill but a core competency for any successful organization. This course provides a comprehensive framework for mastering the complexities of crisis leadership and emergency response management. It moves beyond theoretical concepts to offer practical, actionable strategies for preparing for, responding to, and recovering from disruptive events. Drawing on insights from leading academics like Dr. Arjen Boin, whose work in "The Politics of Crisis Management: Public Leadership Under Pressure" highlights the critical role of leadership in navigating uncertainty, this program equips participants with the tools to make sound decisions under extreme pressure. At BIG BEN Training Center, we have designed this training to build resilient leaders who can protect their organization's assets, reputation, and people. Participants will learn to develop robust crisis management plans, implement effective communication strategies, and foster a culture of preparedness that transforms potential disasters into manageable situations, ensuring business continuity and long-term organizational resilience.

Target Audience / This training course is suitable for:

- Senior Executives and C-Suite Leaders.
- Crisis Management Team Members.
- Emergency Response Coordinators.
- Public Relations and Corporate Communications Professionals.
- Risk and Compliance Managers.
- Operations and Facility Managers.
- Human Resources Directors.
- Health, Safety, and Environment (HSE) Managers.
- Security and Loss Prevention Supervisors.
- Public Sector and Government Agency Officials.

Target Sectors and Industries:

- Government and Public Administration.
- Oil, Gas, and Energy Sectors.
- Healthcare and Pharmaceutical Industries.
- Banking and Financial Services.
- Aviation and Transportation.
- Telecommunications and Information Technology.
- Manufacturing and Industrial Operations.
- Hospitality and Tourism.
- Education and Academic Institutions.
- Non-Profit and Non-Governmental Organizations (NGOs).

Target Organizations Departments:

- Executive Management.
- Operations Management.
- Corporate Communications and Public Affairs.
- Human Resources.
- Health, Safety, and Environment (HSE).
- Security and Asset Protection.
- Legal and Compliance.
- Information Technology (IT) and Cybersecurity.
- Facilities Management.
- Risk Management.

Course Offerings:

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

- Develop a comprehensive crisis management framework tailored to their organization's needs.
- Lead with confidence and make critical decisions under high-pressure conditions.
- Establish and manage an effective Crisis Management Team (CMT).
- Implement robust emergency response protocols and incident command systems.
- Master strategic crisis communication with all internal and external stakeholders.
- Conduct thorough risk assessments and vulnerability analyses to identify potential threats.
- Integrate business continuity planning with emergency response strategies.
- Manage media relations and control the narrative during a crisis.
- Facilitate post-crisis recovery and conduct effective post-incident reviews.
- Build long-term organizational resilience by learning from past events.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. We believe that effective crisis leadership is honed through experience, which is why our program is heavily focused on experiential learning. The methodology combines expert-led presentations on core theories and best practices with immersive, hands-on activities. Participants will engage in realistic tabletop exercises and crisis simulations that challenge their decision-making, communication, and teamwork skills in a controlled environment. In-depth case study analyses of real-world crises will provide valuable lessons on what works and what does not. Group discussions, interactive workshops, and peer-to-peer feedback sessions encourage collaborative problem-solving and the sharing of diverse perspectives. Our approach ensures that participants not only understand the principles of crisis and emergency management but also leave with the confidence and practical skills to apply them effectively within their own organizations, transforming theory into tangible leadership capability.

Course Agenda (Course Units):

Unit One: Foundations of Modern Crisis Leadership

- Defining the modern crisis landscape.
- The psychology of leadership and decision-making under pressure.
- Distinguishing between a crisis, an incident, and a disaster.
- Core principles of crisis management and emergency response.
- Legal, ethical, and reputational considerations in a crisis.
- The role of the leader in fostering a culture of preparedness.
- Understanding the crisis lifecycle from prevention to recovery.

Unit Two: Proactive Crisis Preparedness and Planning

- Conducting comprehensive risk and vulnerability assessments.
- Developing a strategic Crisis Management Plan (CMP).
- Building and training a high-performing Crisis Management Team (CMT).
- Integrating Business Continuity Planning (BCP) with crisis response.
- Resource management and logistics for emergency situations.
- Planning and executing effective crisis drill and exercises.
- Stakeholder mapping and engagement before a crisis hits.

Unit Three: Strategic Crisis Communication Management

- The critical first hours: The 'Golden Hour' response.
- Developing clear, consistent, and credible key messages.
- Managing internal communications to maintain employee morale and trust.
- Effective media relations and spokesperson training.
- Leveraging and controlling social media during a crisis.
- Communicating with government agencies and external partners.
- Managing rumors, misinformation, and disinformation.

Unit Four: Emergency Response and Incident Command

- Activating the Crisis Management Plan and team.
- Establishing an Emergency Operations Center (EOC).
- Principles of the Incident Command System (ICS).
- Real-time situational awareness and information management.
- Tactical decision-making models for complex scenarios.
- Coordinating with first responders and external agencies.
- Ensuring the welfare and safety of personnel during an emergency.

Unit Five: Post-Crisis Recovery and Organizational Resilience

- Leading the transition from response to recovery.
- Conducting a thorough post-incident review and analysis.
- Psychological first aid and supporting team well-being.
- Reputation management and rebuilding stakeholder trust.
- Capturing lessons learned to improve future preparedness.
- Updating plans, policies, and procedures based on new insights.
- Building a resilient organization capable of adapting to future shocks.

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:

How can a leader effectively balance the need for decisive, top-down command during an acute emergency with the long-term necessity of collaborative, empathetic leadership to guide an organization through recovery?

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

This course distinguishes itself by holistically integrating the strategic, psychological, and tactical dimensions of crisis management. While many programs focus solely on the procedural aspects of emergency response, our curriculum places a significant emphasis on the human element of leadership. We delve deeply into the cognitive biases and pressures that affect decision-making in high-stakes environments, equipping leaders with the self-awareness and mental fortitude to navigate uncertainty effectively. The course structure is uniquely designed to bridge the gap between proactive planning and real-time execution, ensuring that participants learn not just how to write a plan, but how to adapt and lead when that plan is tested. Furthermore, our focus extends beyond immediate containment to the critical phases of post-crisis recovery and organizational learning. We champion the concept of building long-term resilience, teaching leaders how to transform a crisis from a purely negative event into a catalyst for positive organizational change, stronger teams, and more robust operational frameworks for the future.