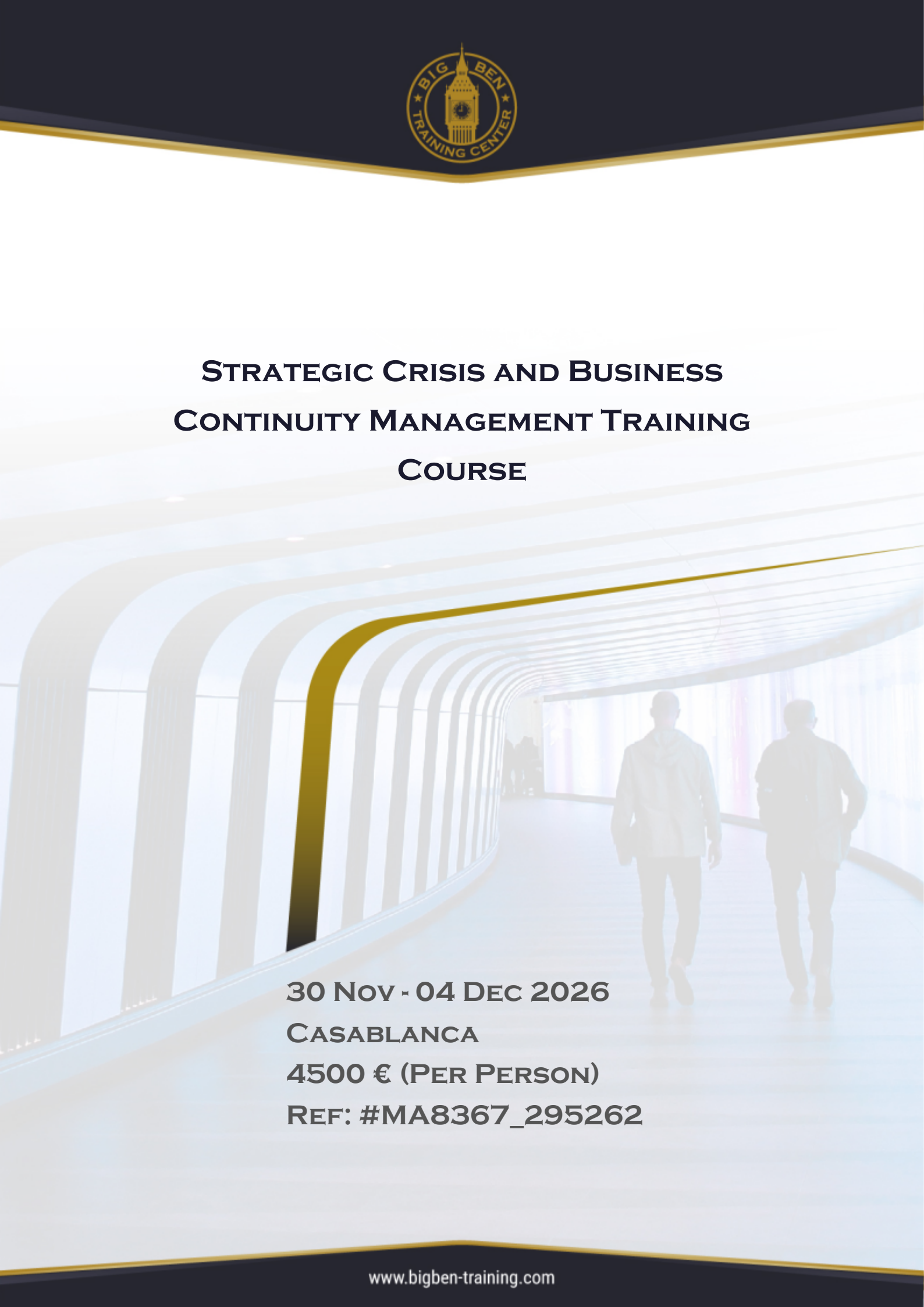
Strategic Crisis and Business Continuity Management Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA8367_295262

Course Introduction / Overview:

In today's volatile and unpredictable global landscape, organizational resilience is no longer a strategic advantage but a fundamental necessity for survival and growth. This course provides a comprehensive framework for mastering the intertwined disciplines of crisis management and business continuity planning. Moving beyond theoretical concepts, this program delves into the practical application of building robust systems that can withstand, respond to, and recover from disruptive events. As highlighted by crisis management expert Dr. Denis Fischbacher-Smith in his works on the anatomy of crises, a proactive and well-structured approach is critical to mitigating damage and protecting organizational value. Participants will explore every facet of preparedness, from initial risk assessment and business impact analysis to the execution of strategic response and communication plans. BIG BEN Training Center has designed this immersive experience to equip leaders with the skills to not only manage a crisis but to emerge stronger, reinforcing stakeholder trust and ensuring long-term operational stability in the face of adversity. This training course is your definitive guide to transforming vulnerability into resilience.

Target Audience / This training course is suitable for:

- Business Continuity Managers and Planners.
- Crisis Management Team Members.
- Risk Management Professionals.
- Senior Executives and Board Members.
- IT and Disaster Recovery Managers.
- Operations and Facilities Managers.
- Human Resources Directors.
- Public Relations and Corporate Communications Specialists.
- Emergency Response Coordinators.
- Supply Chain and Logistics Managers.
- Compliance and Audit Professionals.

Target Sectors and Industries:

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

Target Organizations Departments:

- Executive Leadership and Senior Management.
- Risk Management and Compliance.
- Operations Management.
- Information Technology (IT) Department.
- Corporate Communications and Public Relations.
- Human Resources.
- Legal Department.
- Facilities and Security Management.
- Procurement and Supply Chain Management.
- 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 and dependencies.
- Develop and document a comprehensive Business Continuity Plan (BCP) based on industry best practices.
- Establish a clear and effective crisis management framework and command structure.
- Design and implement a strategic crisis communication plan for internal and external stakeholders.
- Lead and coordinate an effective incident response during a disruptive event.
- Master techniques for making critical decisions under high-pressure crisis situations.
- Plan and facilitate business continuity and crisis simulation exercises.
- Evaluate and improve existing continuity and crisis plans through post-incident reviews.
- Foster a culture of resilience and preparedness throughout the organization.
- Align business continuity strategies with the international standard ISO 22301.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on experiential learning and practical application to ensure participants can confidently apply their new skills in real-world scenarios. This course moves beyond traditional lectures, employing a dynamic blend of interactive learning techniques. A cornerstone of the program is the extensive use of case studies, where participants will analyze historical business crises to deconstruct response strategies and identify key lessons learned. Collaborative group workshops and team-based activities encourage peer-to-peer learning and the development of problem-solving skills. A significant portion of the training is dedicated to hands-on simulation and tabletop exercises, which place participants in realistic crisis scenarios, challenging them to apply their knowledge in a controlled, high-pressure environment. Our expert instructors facilitate these sessions, providing personalized coaching and constructive feedback to refine decision-making and leadership capabilities. This immersive and engaging approach ensures that participants leave not just with knowledge, but with the practical experience and confidence to lead their organizations through any disruption.

Course Agenda (Course Units):

Unit One: Foundations of Organizational Resilience

- Introduction to Crisis and Business Continuity Management.
- Understanding the Modern Threat Landscape.
- The Business Case for Resilience.
- Key Terminology (BIA, RTO, RPO, BCP, DR).
- Conducting a Comprehensive Business Impact Analysis (BIA).
- Risk Assessment and Vulnerability Analysis Methodologies.
- Introduction to the ISO 22301 Business Continuity Management System Standard.

Unit Two: Developing the Business Continuity Plan

- Selecting Appropriate Business Continuity Strategies.
- Defining Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs).
- Documenting the Business Continuity Plan (BCP).
- Resource Management and Logistics for Recovery.
- Supply Chain Continuity and Third-Party Risk.
- Developing IT Disaster Recovery (DR) Linkages.
- Plan Activation Criteria and Procedures.

Unit Three: Strategic Crisis Management and Incident Response

- Forming and Structuring the Crisis Management Team (CMT).
- Roles, Responsibilities, and Authorities within the CMT.
- The Crisis Command Center and Emergency Operations Center (EOC).
- Incident Response Protocols and Activation Procedures.
- Effective Decision-Making and Leadership Under Pressure.
- Situational Awareness and Information Management.
- Managing the Immediate Aftermath of an Incident.

Unit Four: Crisis Communication and Reputation Management

- The Principles of Effective Crisis Communication.
- Developing a Proactive Crisis Communication Plan.
- Identifying and Mapping Key Stakeholders.
- Crafting Key Messages for Different Audiences.
- Managing Media Relations and Press Conferences.
- Leveraging Social Media During a Crisis.
- Internal Communication Strategies to Maintain Employee Morale and Trust.

Unit Five: Testing, Maintenance, and Continuous Improvement

- The Importance of a Plan Testing and Exercise Program.
- Types of Exercises (Walk-throughs, Tabletop, Simulations).
- Planning and Facilitating a Tabletop Exercise.
- Evaluating Exercise Performance and Identifying Gaps.
- Maintaining and Updating BCP and Crisis Plans.
- Conducting a Post-Crisis Review and Root Cause Analysis.
- Embedding a Culture of Resilience and Preparedness.

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:

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

Beyond documented plans and procedures, what role does organizational culture play in determining the true resilience of a business during an unforeseen crisis?

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

This course distinguishes itself by adopting a holistic and integrated approach that views crisis management and business continuity not as separate functions, but as two sides of the same coin of organizational resilience. While many programs focus heavily on the technical aspects of plan documentation, this training course places equal emphasis on the human element, dedicating significant time to crisis leadership, decision-making psychology, and effective communication under pressure. Our methodology is deeply rooted in practical application, moving participants beyond theoretical knowledge through advanced, high-fidelity simulations that mimic the stress and ambiguity of a real crisis. Unlike courses that provide generic templates, we guide participants in developing strategies tailored to their specific industry risks and organizational culture. The curriculum uniquely integrates reputation management and stakeholder relations directly into the crisis response framework, recognizing that surviving a crisis is as much about protecting trust and brand value as it is about restoring operations. This comprehensive perspective ensures participants develop a strategic, 360-degree capability to prepare for, respond to, and recover from any disruption with confidence and competence.