Integrated Business Continuity and Crisis Response Training Course

26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #PLA5186_281077

Course Introduction / Overview:

In today's volatile and unpredictable business environment, the ability to anticipate, prepare for, respond to, and recover from disruptions is no longer a competitive advantage but a fundamental necessity for survival and growth. This course provides a comprehensive framework for building organizational resilience from the ground up. It moves beyond theoretical concepts to offer practical, actionable strategies for developing robust business continuity and crisis management programs. Drawing on principles outlined by leading experts like Dr. David Lindstedt in works such as "The Business Continuity Management Desk Reference," this program integrates the critical disciplines of risk assessment, business impact analysis, and strategic planning. At BIG BEN Training Center, we have designed this training to empower professionals with the skills to lead their organizations through any crisis, safeguarding assets, reputation, and stakeholder trust. Participants will learn to create a resilient culture that can withstand shocks and emerge stronger, ensuring operational continuity and long-term viability in the face of adversity.

Target Audience / This training course is suitable for:

- Business Continuity Managers and Planners.
- Crisis Management Team Leaders and Members.
- Risk Management Professionals.
- IT Managers and Disaster Recovery Specialists.
- Operations and Facilities Managers.
- Senior Executives and Department Heads.
- Human Resources Managers.
- Corporate Communications and Public Relations Professionals.
- Compliance and Audit Officers.
- Supply Chain and Logistics Managers.

Target Sectors and Industries:

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

Target Organizations Departments:

- Executive Management and Leadership.
- Risk Management and Compliance.
- Operations Management.
- Information Technology (IT).
- Human Resources.
- Corporate Communications and Public Relations.
- Legal and Regulatory Affairs.
- 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.
- Perform comprehensive risk assessments to identify potential threats and vulnerabilities.
- Develop and document effective business continuity and crisis management plans.
- Establish a clear command and control structure for crisis response teams.
- Master crisis communication strategies for internal and external stakeholders.
- Design and facilitate business continuity exercises and tests to validate plans.
- Implement strategies for supply chain resilience and third-party risk management.
- Align business continuity programs with international standards like ISO 22301.
- Lead post-crisis recovery efforts and facilitate organizational learning.
- Foster a culture of resilience and preparedness across the organization.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed to maximize knowledge retention and practical application. We believe that effective learning in business continuity and crisis management comes from doing, not just listening. Therefore, the program is built around a blend of expert-led instruction, real-world case study analysis, and collaborative group workshops. Participants will engage in simulated crisis scenarios that challenge their decision-making skills under pressure. Interactive sessions, group discussions, and peer-to-peer feedback are central to the learning experience, allowing attendees to share insights and solve complex problems together. The methodology emphasizes the practical implementation of frameworks and tools. Participants will work on developing components of a business continuity plan throughout the course, receiving personalized feedback from the instructor. This hands-on approach ensures that attendees leave not only with theoretical knowledge but also with the confidence and competence to apply their new skills immediately within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Organizational Resilience

- Introduction to Business Continuity Management (BCM) and Crisis Management.
- The BCM Lifecycle and its Core Components.
- Understanding International Standards and Frameworks (ISO 22301).
- Conducting a Comprehensive Business Impact Analysis (BIA).
- Identifying Critical Business Functions and Processes.
- Determining Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO).
- Principles of Risk Assessment and Threat Analysis.

Unit Two: Business Continuity Strategy and Plan Development

- Developing Business Continuity Strategies based on BIA results.
- Resource Planning and Allocation for Continuity.
- Writing the Business Continuity Plan (BCP).
- Documenting Procedures for Response, Resumption, and Recovery.
- Integrating IT Disaster Recovery (DR) with the BCP.
- Managing Supply Chain Risks and Dependencies.
- Establishing Alternate Work Sites and Remote Work Capabilities.

Unit Three: Crisis Management and Incident Response

- Defining a Crisis and Understanding its Characteristics.
- Forming and Structuring the Crisis Management Team (CMT).
- Roles, Responsibilities, and Authorities within the CMT.
- Developing Incident Response Protocols and Activation Triggers.
- The Strategic, Tactical, and Operational Levels of Response.
- Effective Decision-Making and Leadership Under Pressure.
- Managing the Incident Command Center or Emergency Operations Center (EOC).

Unit Four: Strategic Crisis Communication

- The Role of Communication in Crisis Management.
- Developing a Crisis Communication Plan.
- Identifying and Managing Key Stakeholders.
- Crafting Messages for Internal and External Audiences.
- Managing Media Relations and Social Media during a Crisis.
- Techniques for Effective Spokesperson ship.
- Protecting and Rebuilding Organizational Reputation Post-Crisis.

Unit Five: Program Maintenance, Testing, and Improvement

- Developing a BCM Testing and Exercise Program.
- Types of Exercises: Tabletop, Simulation, and Full-Scale Drills.
- Facilitating Exercises and Evaluating Performance.
- Conducting Post-Incident Reviews and Capturing Lessons Learned.
- Auditing and Maintaining the BCM Program.
- Embedding a Culture of Resilience within the Organization.
- The Future of Business Continuity and Emerging Threats.

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 role does organizational culture play in fostering true resilience during an unforeseen crisis?

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

This course distinguishes itself by offering a deeply integrated and holistic perspective on organizational resilience, seamlessly weaving together the disciplines of business continuity, crisis management, and strategic leadership. Unlike programs that treat these as separate silos, we focus on the critical interplay between them, preparing participants not just to write plans but to lead through disruption. The curriculum is built around practical application, moving beyond theory with immersive, scenario-based simulations that challenge decision-making under realistic pressure. A significant emphasis is placed on the human element of crisis response, including leadership psychology, team dynamics, and stakeholder communication, which are often overlooked in more technically focused courses. Furthermore, the content is continuously updated to reflect the latest global standards, such as ISO 22301, and to address contemporary threats like cyber-attacks and supply chain vulnerabilities. Participants gain not just a set of tools, but a strategic mindset for building a truly resilient organization capable of adapting and thriving in an uncertain world.