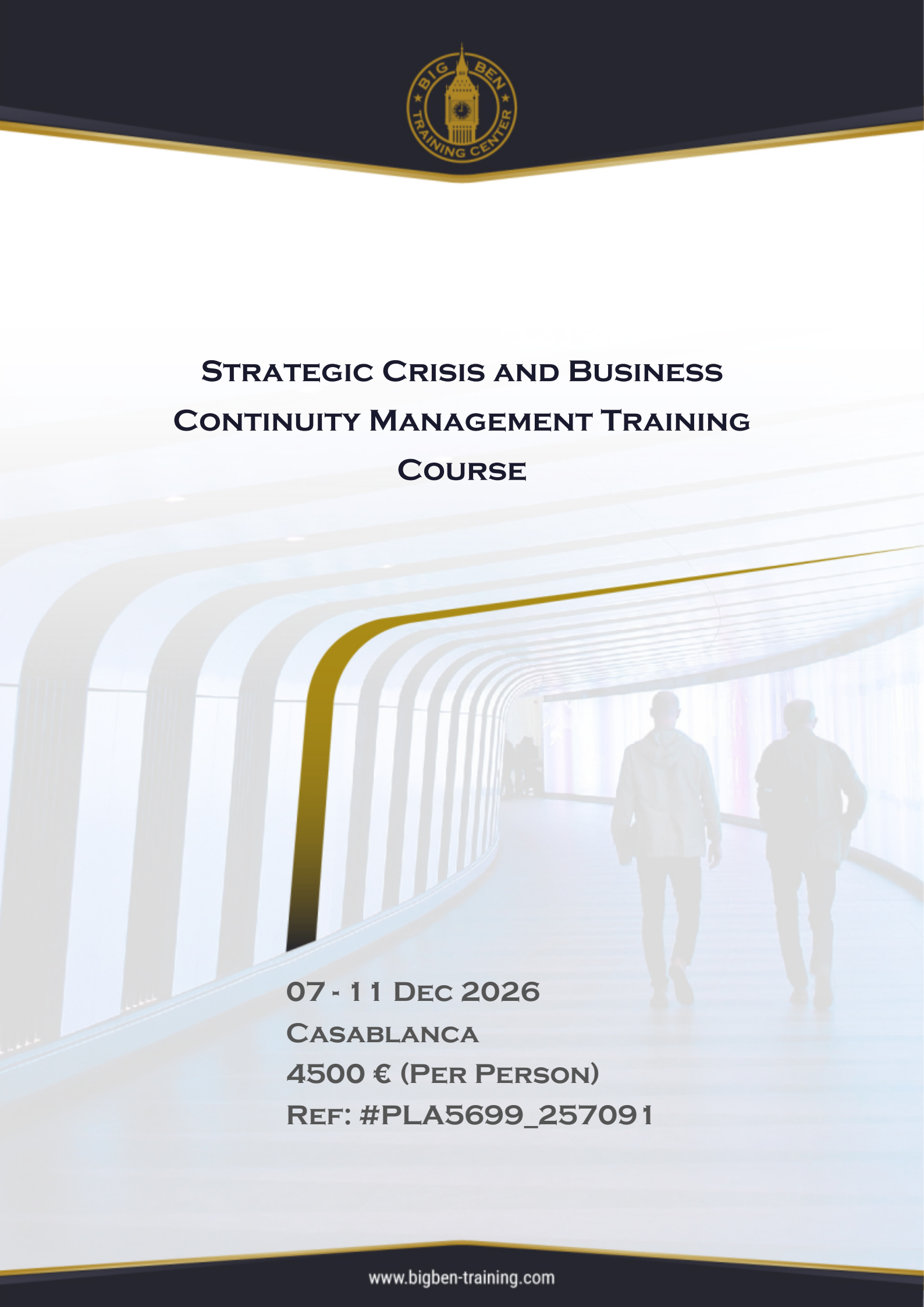
Strategic Crisis and Business Continuity Management Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA5699_257091

Course Introduction / Overview:

In today's volatile and interconnected world, the ability to anticipate, manage, and recover from disruptive events is no longer a strategic advantage but a fundamental necessity for survival. This course provides a comprehensive framework for building organizational resilience through the integration of strategic crisis management and robust business continuity planning. Drawing on established principles and contemporary case studies, the program moves beyond theoretical concepts to offer practical, actionable strategies. As highlighted by crisis management expert Dr. Denis Fischbacher-Smith, effective crisis preparedness is rooted in a deep understanding of organizational vulnerabilities and systemic risks. Participants will explore methodologies outlined in seminal works like "Crisis Management: Planning for the Inevitable" to develop proactive threat intelligence and response capabilities. At BIG BEN Training Center, we have designed this training to empower leaders and managers to not only create plans but to cultivate a culture of resilience. This intensive program equips professionals with the skills to lead decisively under pressure, manage stakeholder communications effectively, and ensure the swift restoration of critical business functions, thereby safeguarding reputation, assets, and long-term viability.

Target Audience / This training course is suitable for:

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

Target Sectors and Industries:

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

Target Organizations Departments:

- Risk Management Department.
- Operations Department.
- Information Technology (IT) Department.
- Corporate Communications and Public Relations.
- Human Resources.
- Legal and Compliance.
- Executive Leadership and C-Suite.
- 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.
- Develop and implement a comprehensive Business Continuity Plan (BCP).
- Establish a structured crisis management framework for effective response.
- Master crisis communication strategies for internal and external stakeholders.
- Lead and coordinate an effective Emergency Operations Center (EOC).
- Design and facilitate BCP tests, drills, and simulation exercises.
- Mitigate risks associated with supply chain disruptions and third-party dependencies.
- Enhance organizational resilience by embedding continuity principles into the corporate culture.
- Align business continuity strategies with international standards like ISO 22301.
- Develop robust post-crisis recovery and review processes for continuous improvement.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring that participants can directly apply the learned concepts to their organizational context. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. Therefore, the course heavily relies on real-world case studies of crisis events and business disruptions, allowing participants to analyze complex scenarios and decision-making processes. The program incorporates a blend of expert-led presentations, facilitated group discussions, and collaborative workshops. A significant portion of the training is dedicated to practical exercises, including the development of a draft Business Impact Analysis (BIA) and the outlining of a crisis communication plan. Participants will engage in simulation exercises that challenge their ability to make critical decisions under pressure in a controlled environment. This experiential approach, combined with peer-to-peer learning and continuous feedback from the instructor, ensures a deep and lasting understanding of strategic crisis management and business continuity principles. The focus is on building tangible skills and confidence to lead effectively before, during, and after a crisis.

Course Agenda (Course Units):

Unit One: Foundations of Organizational Resilience

- Introduction to Crisis Management and Business Continuity.
- The Relationship Between Risk, Emergencies, Crises, and Disasters.
- Key Terminology and Concepts in BCM.
- Understanding the Business Continuity Management Lifecycle.
- Overview of International Standards (ISO 22301).
- The Role of Leadership and Governance in Resilience.
- Establishing a Policy and Program for Business Continuity.

Unit Two: Risk Assessment and Business Impact Analysis

- Identifying Potential Threats and Vulnerabilities.
- Methodologies for Strategic Risk Assessment.
- Conducting a Comprehensive Business Impact Analysis (BIA).
- Determining Critical Business Processes and Functions.
- Defining Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO).
- Mapping Interdependencies and Single Points of Failure.
- Presenting BIA and Risk Assessment Findings to Management.

Unit Three: Developing Continuity and Crisis Strategies

- Formulating Business Continuity Strategies.
- Developing Plans for Resource and People Recovery.
- Supply Chain Resilience and Third-Party Risk Management.
- Building the Crisis Management Plan (CMP).
- Structuring the Crisis Management Team (CMT).
- Designing an Emergency Operations Center (EOC).
- Creating a Strategic Crisis Communications Plan.

Unit Four: Crisis Response and Incident Management

- Plan Activation and Invocation Procedures.
- The First 24 Hours of a Crisis.
- Effective Incident Command and Control.
- Managing Internal and External Communications.
- Stakeholder Management and Engagement During a Crisis.
- Decision-Making Under Pressure and Cognitive Biases.
- Reputation Management and Media Handling Techniques.

Unit Five: Testing, Maintenance, and Continuous Improvement

- The Importance of Testing and Exercising Plans.
- Types of Exercises: Drills, Tabletop, and Full Simulations.
- Planning and Facilitating a BCM Exercise.
- Post-Incident Review and Analysis.
- Developing a Plan Maintenance and Update Schedule.
- Embedding a Culture of Resilience Across the Organization.
- Auditing and Measuring the Effectiveness of the BCM Program.

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 interconnected global risks, how can an organization balance transparent crisis communication with the need to prevent widespread panic and protect sensitive information?

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

This course distinguishes itself by focusing on the strategic integration of crisis management and business continuity, treating them not as separate functions but as two sides of the same organizational resilience coin. While many programs concentrate solely on the technical aspects of writing a plan, this training emphasizes the leadership, decision-making, and communication skills essential for navigating high-stakes situations. We move beyond checklists to explore the human factors in a crisis, examining cognitive biases and team dynamics under pressure. The curriculum is built around a proactive, forward-looking approach, teaching participants how to use threat intelligence and risk assessment to anticipate disruptions rather than just react to them. A key differentiator is the emphasis on building a sustainable culture of resilience. The course provides actionable frameworks for embedding preparedness into daily operations, ensuring that business continuity becomes a core organizational value, not just a document on a shelf. Through immersive simulations and analysis of contemporary case studies, participants gain the practical wisdom and strategic foresight needed to protect their organization's reputation, operations, and future in a complex world.