Executive Crisis Management and Strategic Leadership Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PR5271_282638

Course Introduction / Overview:

In today's volatile and unpredictable global landscape, the ability to lead effectively through a crisis is no longer a specialized skill but a core competency for senior management. This intensive training course is meticulously designed to equip executives and senior leaders with the strategic foresight, decision-making process, and communication skills necessary to navigate complex crises successfully. Moving beyond mere operational incident response, this program delves into the strategic dimensions of crisis management, focusing on protecting organizational reputation, maintaining stakeholder trust, and identifying opportunities for growth amidst adversity. Drawing upon seminal works in the field, such as "The Politics of Crisis Management" by authors like Arjen Boin and Paul 't Hart, the curriculum integrates established academic frameworks with real-world applications. BIG BEN Training Center has developed this course to provide a comprehensive learning experience that transforms leaders from crisis managers into crisis leaders, capable of steering their organizations with confidence and resilience through the most challenging circumstances, ensuring both immediate survival and long-term strategic advantage.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and C-Suite Executives.
- Board Members and Non-Executive Directors.
- Senior Vice Presidents and Vice Presidents.
- Heads of Departments and Business Unit Leaders.
- Directors of Risk, Compliance, and Governance.
- Senior Government Officials and Public Sector Leaders.
- Emergency and Business Continuity Planners.
- Corporate Communications and Public Relations Directors.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas Sector.
- Technology and Telecommunications.
- Aviation and Transportation.
- Manufacturing and Supply Chain.
- Governmental and Public Sector Agencies.
- Retail and Consumer Goods.

Target Organizations Departments:

- Executive Leadership and Senior Management.
- Risk Management and Compliance.
- Corporate Communications and Public Relations.
- Operations and Logistics.
- Legal and Regulatory Affairs.
- Human Resources.
- Strategic Planning.
- Information Technology and Cybersecurity.

Course Offerings:

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

- Develop a proactive crisis leadership mindset focused on strategic foresight and preparedness.
- Master advanced decision-making techniques for high-stakes, time-sensitive situations.
- Construct and lead a high-performing crisis management team with clear roles and responsibilities.
- Formulate and execute strategic communication plans to manage stakeholder perceptions and protect reputation.
- Analyze complex crisis scenarios to identify root causes and mitigate cascading effects.
- Lead with emotional intelligence and resilience to maintain team morale and focus under pressure.
- Conduct effective post-crisis reviews to institutionalize learning and enhance organizational resilience.
- Navigate the ethical and legal complexities inherent in crisis situations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that senior leaders can immediately apply their learning. We believe that strategic crisis leadership is best learned through experience, which is why the course is built around a series of sophisticated, realistic simulation exercises and in-depth case study analyses of major corporate and public sector crises. Participants will engage in dynamic group discussions, peer-to-peer feedback sessions, and problem-solving workshops that challenge their assumptions and refine their strategic thinking. Our expert facilitators guide participants through complex scenarios, providing personalized coaching and actionable insights. The program blends theoretical frameworks with practical application, encouraging active participation rather than passive listening. This hands-on approach ensures that leaders not only understand the principles of crisis management but also build the confidence and muscle memory required to lead effectively when faced with a real-world crisis, fostering a deep and lasting mastery of the subject matter.

Course Agenda (Course Units):

Unit One: The Anatomy of a Crisis and the Leader's Role

- Defining the modern crisis landscape and its characteristics.
- Differentiating between an incident, an emergency, and a strategic crisis.
- The psychology of leadership under extreme pressure.
- Understanding the transition from manager to strategic crisis leader.
- Key competencies and attributes of effective crisis leaders.
- Establishing leadership presence and authority from the outset.
- Common leadership pitfalls during a crisis and how to avoid them.

Unit Two: Strategic Preparedness and Proactive Frameworks

- Developing a comprehensive crisis management framework.
- Conducting strategic risk assessments and vulnerability analysis.
- Scenario planning and horizon scanning for emerging threats.
- Building and training a cross-functional crisis management team.
- The role of governance and the board during a crisis.
- Creating a crisis-ready organizational culture.
- Testing and refining crisis plans through drills and exercises.

Unit Three: High-Stakes Decision-Making and Strategic Communication

- Cognitive biases and their impact on crisis decision-making.
- Applying decision-making models like the OODA Loop and Recognition-Primed Decision (RPD) model.
- Mastering information management and situational awareness in a chaotic environment.
- Developing a strategic crisis communication plan.
- Crafting key messages for internal and external stakeholders.
- Managing media relations and the 24/7 digital news cycle.
- Techniques for transparent and empathetic communication.

Unit Four: Leading the Response and Reputation Management

- Activating the crisis management plan and command structure.
- Managing resources and logistics under duress.
- Navigating the ethical dilemmas of crisis response.
- Strategies for protecting and rebuilding brand reputation.
- Engaging with government agencies and regulatory bodies.
- Leading with resilience and managing team well-being.
- Stakeholder mapping and engagement strategies during a crisis.

Unit Five: Post-Crisis Recovery and Building Organizational Resilience

- Leading the transition from crisis response to recovery.
- Conducting thorough after-action reviews and root cause analysis.
- Identifying and implementing key lessons learned.
- Communicating the recovery plan and vision for the future.
- Strategies for rebuilding trust with employees, customers, and investors.
- Fostering long-term organizational resilience and adaptability.
- Transforming crisis into a strategic opportunity for change and growth.

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 hyper-connectivity and rapid information spread, can a leader ever truly control the narrative during a crisis, or is the goal merely to influence it?

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

This course distinguishes itself by focusing exclusively on the strategic and leadership dimensions of crisis management, tailored specifically for a senior executive audience. Unlike many programs that concentrate on tactical response protocols and operational checklists, our curriculum delves into the complex cognitive, psychological, and strategic challenges that leaders face. We emphasize the development of critical judgment and strategic foresight, enabling participants to not only manage the immediate crisis but also to anticipate its long-term business implications and reputational impact. The methodology is heavily reliant on sophisticated, high-fidelity simulations that mirror the ambiguity and pressure of real-world executive decision-making, forcing participants to navigate ethical dilemmas and complex stakeholder dynamics. Furthermore, the course content is deeply rooted in academic research on high-reliability organizations and leadership psychology, providing a robust intellectual foundation that goes beyond anecdotal evidence. The focus is on building resilient leaders who can foster a culture of preparedness and turn moments of profound crisis into opportunities for organizational learning and strategic renewal.