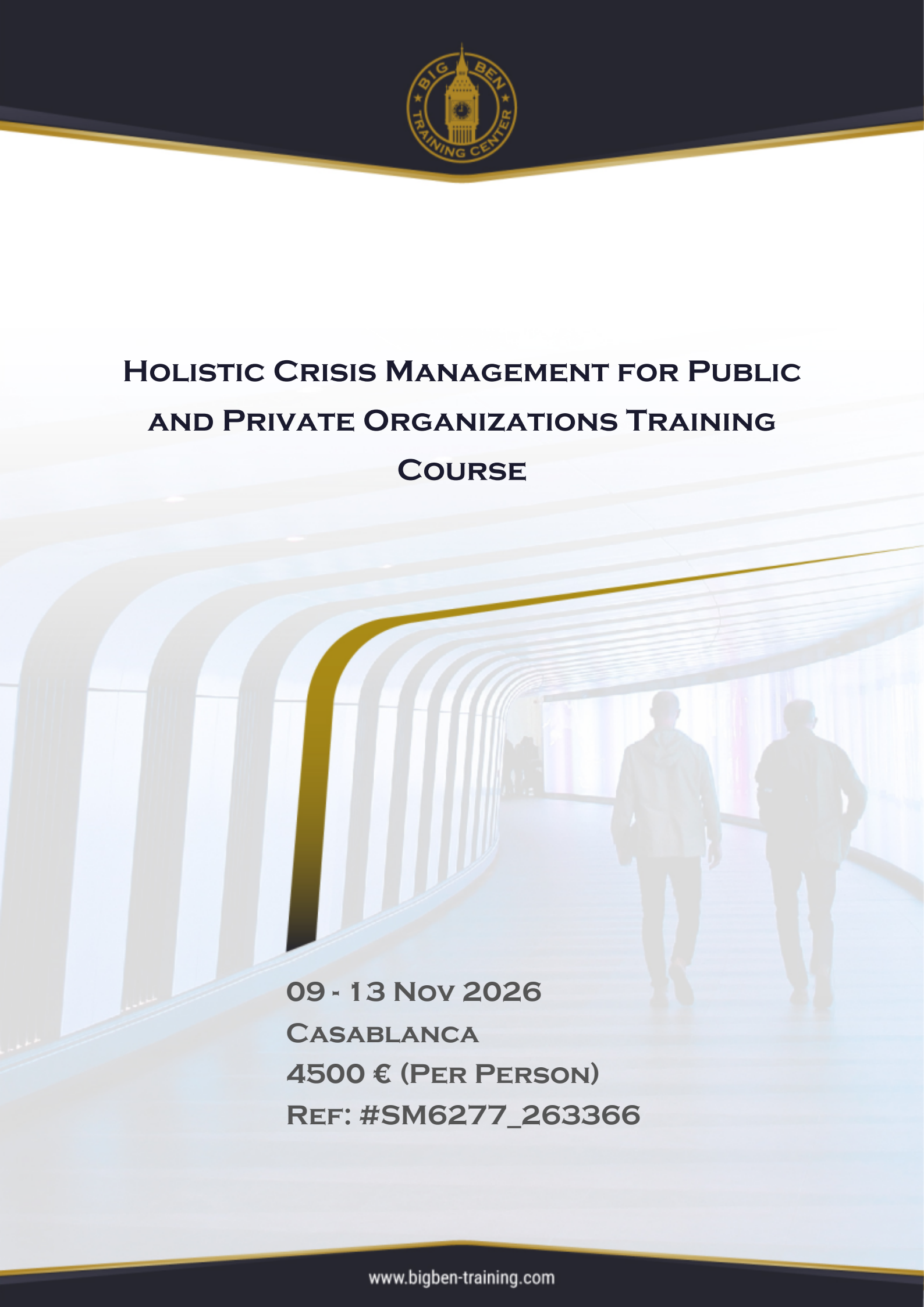
Holistic Crisis Management for Public and Private Organizations Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #SM6277_263366

Course Introduction / Overview:

In today's complex world, crises can emerge from anywhere, from natural disasters and technological failures to security breaches and reputational damage. This training course provides a holistic and integrated approach to crisis management, designed for leaders in both the public and private sectors. We will cover every aspect of a crisis, from proactive risk identification and prevention to effective communication and post-crisis recovery. Participants will learn how to lead a crisis team, make sound decisions under pressure, and protect their organization's reputation and financial stability. We will explore academic work by authors like Laurence Barton, whose book Crisis Leadership: Planning for the Unthinkable provides a foundational framework for understanding the core principles. The curriculum is designed to equip professionals with the knowledge to manage a crisis from A to Z. The BIG BEN Training Center is committed to providing a program that helps participants develop the resilience and leadership skills needed to navigate any crisis. By the end of this course, participants will be able to create and implement a comprehensive crisis management plan that protects their organization and its stakeholders.

Target Audience / This training course is suitable for:

- Corporate and public relations executives.
- Risk management professionals.
- Business continuity and disaster recovery managers.
- Security and emergency response coordinators.
- Senior executives and team leaders.
- Legal and compliance officers.
- Communications professionals.

Target Sectors and Industries:

- Government and public administration.
- Banking and finance.
- Manufacturing and industrial.
- Healthcare and pharmaceutical.
- Technology and telecommunications.
- Public utilities and infrastructure.
- Government agencies and their equivalents.

Target Organizations Departments:

- Crisis Management.
- Risk and Compliance.
- Public Relations and Communications.
- Operations.
- Legal.
- Human Resources.
- Executive Leadership.

Course Offerings:

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

- Identify and assess potential crisis scenarios.
- Develop and implement a comprehensive crisis management plan.
- Lead a crisis response team under extreme pressure.
- Communicate effectively with internal and external stakeholders.
- Manage reputational risk and media relations during a crisis.
- Use social media and digital platforms for crisis communication.
- Conduct a post-crisis review and implement lessons learned.
- Ensure business continuity and organizational resilience.

Course Methodology:

This training course uses a mix of instructional and hands-on methods to make sure the content is engaging and practical for professionals in both the public and private sectors. The program begins with instructor-led sessions that provide a clear understanding of the core principles of crisis management. A key component of our approach is the use of real-world case studies of major crises and their outcomes. Participants will analyze these scenarios to understand the best and worst practices in crisis response. We also use interactive simulations and role-playing exercises where participants act as a crisis management team. This collaborative learning model encourages teamwork and allows participants to practice their decision-making skills in a safe environment. Instructors at BIG BEN Training Center are experienced professionals who provide continuous feedback and guidance throughout the course. Our goal is to prepare professionals to face the unpredictable challenges of a modern crisis. By focusing on actionable knowledge and practical skills, we are making sure that every participant leaves the course ready to protect their organization.

Course Agenda (Course Units):

Unit One: The Foundation of Crisis Management.

- Understanding the anatomy of a crisis.
- The difference between a problem and a crisis.
- The role of leadership in crisis management.
- Conducting a crisis risk assessment.
- The importance of pre-crisis planning.

Unit Two: Developing a Crisis Management Plan.

- The key components of a crisis plan.
- Forming and training a crisis response team.
- Creating a communication strategy.
- Developing a stakeholder map.
- The importance of a business continuity plan.

Unit Three: Communication and Public Relations.

- The principles of effective crisis communication.
- Managing media relations during a crisis.
- The role of social media and digital channels.
- Communicating with employees and internal stakeholders.
- Protecting the organization's reputation.

Unit Four: Leading the Response.

- Decision-making under pressure.
- Coordinating with external agencies and partners.
- The role of a command center.
- Managing the human element of a crisis.
- Practical simulations and drills.

Unit Five: Post-Crisis Recovery and Review.

- The process of post-crisis review.
- Conducting a root cause analysis.
- Implementing lessons learned.
- Recovering and rebuilding the organization.
- The future of crisis management.

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 environment where information spreads instantly and uncontrollably, how can an organization effectively manage a crisis communication strategy that is both truthful and protective of its reputation?

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

This training course is unique because it provides a holistic and integrated approach to crisis management, recognizing that a crisis is not just a single event but a complex challenge that requires a wide range of skills. While many courses focus on just one aspect, such as communication or business continuity, our program integrates these elements into a comprehensive framework. It is designed for leaders in both the public and private sectors, addressing the unique challenges and stakeholders of each. The curriculum is designed to be highly practical, with a strong emphasis on hands-on simulations and real-world case studies. We move beyond a simple list of actions and show how to think and act like a crisis leader. The course also places a strong emphasis on the human element of a crisis, from managing fear and anxiety to leading with empathy. BIG BEN Training Center is committed to providing a program that gives professionals the knowledge and skills they need to lead their organizations to a more resilient future.