



CRISIS MANAGER'S COURSE: LEADERSHIP FOR CATASTROPHIC EVENTS

Strategic Consulting and Training Services

Every organization can face some form of catastrophic event, whether it affects an individual business unit, a government division, or an entire organization. These crises can result from natural disasters such as floods, hurricanes or pandemics which might damage infrastructure, impede business, or result in injuries or fatalities to employees. Alternatively, a crisis may arise from an intentional attack, organized or opportunistic crime, an industrial accident or espionage. In recent years the violent activities of radicalized extremists have also heightened concerns about the capacity of terrorists to trigger crisis events. Such crises can harm employees, undermine market confidence and brand image, expose an organization to liability risks and erode organizational confidence and morale. This program--**Crisis Manager's Course: Leadership for Catastrophic Events**--provides an organization's leadership with a solid foundation from which to manage a complex crisis event in today's dynamic domestic and global risk environment.

- Corporate Crisis Management Team
- Incident Management Teams
- General Response Groups

Many organizations engage risk and security companies to provide Business Continuity Management policies and plans, as well as accompanying crisis management protocols and policies. However, the effectiveness of such policies and plans in the face of catastrophic events such as a terrorist attack or natural disaster is only as good as the management teams implementing them.

The Crisis Manager's Course provides an effective combination of education and training, as well as the tools and systems necessary to support organizations and managers to act decisively and confidently to meet the first stages of a crisis event. The course focuses on the 3 basic levels of a crisis organization, enabling each layer of an organization to operate effectively, and approach crisis management in an integrated and supportive manner.

The course meets the backgrounds and experience levels of a wide audience of government and commercial leaders, offering practical and digestible advice and guidance on organizational and managerial crisis leadership.

Course Details

- **Course Costs:** \$950 per attendee
- **Held at:** University of Maryland, College Park
- **Duration:** Two days
- **Accreditation:** University of Maryland Continuing Education Credits
- **Materials:** Course text book available
- **Course Dates:** Thursday, May 7 & Friday, May 8, 2009

The Team

- **RSM Consulting** Published authors on risk, security and crisis management
- **National Consortium for the Study of Terrorism and Responses to Terrorism (START)** Leading experts on terrorism and crisis management based at the University of Maryland

The Crisis Manager's Course provides strategic as well as tactical-level training on how to structure a crisis management organization; roles and responsibilities within a team; policies, tools and systems to support effective risk mitigation and emergency response; and post-crisis business recovery. The course brings real value to organizations that may be impacted by a catastrophic event by:

- Protecting people, materials, information and image
- Providing confidence and more effective management
- Creating a more productive project environment
- Enabling better business, and supporting business recovery
- Improving the understanding of threats that can trigger crises
- Providing pragmatic knowledge, experience and tools

The course is interactive, brings together government and commercial considerations and allows attendees to put to use the knowledge imparted during instruction.



The team draws upon professionals with PhDs in political science, international relations and history – with extensive experience in exploring a broad spectrum of crisis issues. In addition, our team brings Master's degrees in Security and Risk Management, extensive first-hand crisis management experience, published risk and security authors, and leaders within the field of training simulations.



CRISIS MANAGER'S TRAINING COURSE

Day I

Period	Lesson	Objectives	Duration
08:50-09:00	Course Introduction	Introduce the course and the instructor(s)	10
09:00-09:45	Catastrophic Events: Causes and Impacts of Terrorism and Natural Disasters	Discuss the spectrum of catastrophic crisis events from manmade and natural threats, and how these impact government and commercial groups	45
09:45-10:00	Break		15
10:00-10:45	The Business Continuity Management Plan	Reviewing enterprise resilience and the value of the Business Continuity Management Plan, what it contains and how it averts emergencies and deals with crisis events	45
10:45-11:00	Break		15
11:00-11:45	Understanding a Crisis, its Flow, Types and Principles	Defining a crisis from a problem, outlining what stages are found within a typical crisis event and discussing how organizations typically respond to emergency situations	45
11:45-12:30	Lunch		45
12:30-13:15	Crisis Leadership and Organizational Structures	Outlining the principles of sound crisis leadership, both at organizational levels and for key managers, discussing different roles within a crisis management organization	45
13:15-13:30	Break		15
13:30-14:15	Crisis Management Through Risk Mitigation	Discussing simple methods by which organizations and leaders can manage risks, both prior to an emergency, as well as during a crisis event itself	45
14:15-14:30	Break		15
14:30-15:15	Incident Management and Crisis Response Plans	Discussing the difference between managing an emergency incident and dealing with the larger and more strategic crisis issues resulting from a catastrophic event	45
15:15-16:00	Practical Exercise: Structuring a Crisis Management Team	Practicing attendees in designing their own crisis management team, as well as defining roles and responsibilities within the corporate and field crisis and incident management teams	45
16:00-16:15	Break		15
16:15-17:00	Continued	Continue the practical exercise and end of day questions	45



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Day II

08:50-09:00	Re-Cap Period	Reviewing the previous days instruction and discussing any areas of interest	10
09:00-09:45	Common Failure Points within Crisis Management	Discussing typical organizational and management failure areas and how this affects the successful management of a crisis event, as well as methods to overcome failure	45
09:45-10:00	Break		15
10:00-10:45	Crisis Case Studies	Reviewing a variety of man made and natural disasters, how the events unfolded and how organizations responded and were directly and indirectly impacted	45
10:45-11:00	Break		45
11:00-11:45	Practical Exercise: Designing Incident Management Guidelines	Practices attendees in designing and developing their own organizational Incident Management Plan, as well as creating a response framework	
11:45-12:30	Lunch		45
12:30-13:15	Practical Exercise: Testing Incident Management Guidelines	Testing the value of the courses Incident Management Plan through a series of realistic scenarios, discussing shortfalls and gaps, as well as positive benefits	
13:15-13:30	Break		15
13:30-15:00	Practical Exercise: Crisis Management Exercise	Testing attendees in managing a range of simple and complex crisis scenarios in order to illustrate how best to navigate through an emergency situation	90
15:00-15:15	Break		15
15:15-16:00	Business Recovery	Discussing the processes for enabling safe and productive business recovery following a crisis situation - enabling a safe and effective return to work	45
16:00-16:30	Questions and Answers	Attendees have an open discussion forum to ask questions and clarify points	30
16:30-16:45	Closing Summary	The closing address summarizes the course and offers a way forward for successful crisis management	15



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BOOKING FORM

Company Name: _____

Name: _____

Course Dates: _____

Appointment: _____

Number of Attendees: _____

Telephone: _____

Payment Method: _____

Email: _____

Visa:

Fax: _____

Cheque:

Type of Card: _____

Business Address: _____

Visa Card Number: _____

Expiration Date: _____

Organizations do not need to specify the names of those attending the course within the order form. Payment can be made either by cheque or credit card. Booking forms and payments can be faxed, emailed or posted. Bookings are non refundable. Where possible late cancellations will result in placement on future courses, if places are available. A set of joining instructions will be issued for course attendees.

Parking and a food court are available at the University of Maryland. Please contact RSM Consulting if you have questions regarding the course.

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