



International Training
Center Paris

TRAINING SCHEDULE



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CRISIS MANAGEMENT TRAINING PROGRAM

Overview:

In an increasingly volatile and unpredictable world, every organization — whether public, private, or nonprofit — faces the possibility of a crisis. These crises can emerge from operational failures, data breaches, product defects, social media scandals, political instability, or natural disasters.

The Crisis Management Training Program is an intensive three-day course designed to equip participants with the knowledge, tools, and leadership mindset needed to anticipate, manage, and recover from crises effectively.

Drawing from globally recognized works —

- Crisis Management: Planning for the Inevitable by Steven Fink,
- Crisis Leadership: Planning for the Unthinkable by Ian Mitroff, and
- The Agony of Decision by Helio Fred Garcia —

this program combines strategic frameworks, case studies, and immersive simulations to ensure participants not only understand crisis theory but can apply it under pressure.

Participants will explore the full crisis life cycle — from early detection to long-term recovery — and will develop the leadership, communication, and ethical decision-making skills necessary to protect their organization's reputation, stability, and people.

Program Objectives

By the end of the three days, participants will be able to:

1. Understand the nature and dynamics of crises:
2. Develop and implement crisis preparedness plans:

3. Demonstrate leadership under pressure:
4. Communicate effectively during crises:
5. Recover and learn from crises:
6. Apply practical experience through simulations:

Targeted Groups:

- **Executives, Directors, and Senior Managers** responsible for strategic leadership and risk management.
- **Public Relations and Communication Officers** handling media, stakeholder, or crisis communication.
- **Legal and Compliance Officers** ensuring regulatory and ethical standards during crises.
- **Government Officials and Civil Servants** managing public emergencies or policy crises.
- **Human Resources Managers** dealing with employee safety, internal communication, and morale.
- **Security and Safety Coordinators** responsible for operational continuity and emergency planning.
- **Corporate Affairs and Reputation Managers** managing brand integrity and stakeholder relations.
- **Project Managers and Team Leaders** who need crisis-response and resilience skills for project continuity.
- **Educators, Researchers, and Consultants** interested in risk management, ethics, and organizational learning.

Planning:

Day 1 – Anticipating and Understanding Crises

1. The Nature and Life Cycle of a Crisis
2. Mapping Organizational Vulnerabilities
3. Building a Culture of Prevention
4. Strategic Preparedness Planning

5. Simulation: The Early Warning Drill

Day 2 – Managing and Leading During Crisis

1. Leadership Under Pressure
2. Decision-Making in Chaos
3. Crisis Communication Strategy
4. Ethics and Transparency
5. Simulation: The “Breaking News” Scenario

Day 3 – Recovery, Learning & Resilience

1. Managing the Post-Crisis Phase
2. Organizational Learning from Crises
3. Communicating Recovery and Rebuilding Trust
4. Strengthening Systems and People
5. Simulation: Integrated Crisis-to-Recovery Challenge