



## CRISIS MANAGEMENT

[LAB – SIMULATION – PRACTICE]

PLAN FOR THE UNPLANNED. MANAGE A CRISIS.

MITIGATE NEGATIVE IMPACT. LEARN FROM A CRISIS.

INTERACT WITH SOCIAL & TRADITIONAL MEDIA DURING A CRISIS.

### OVERVIEW

Recent world events have shown us that no one is immune to a crisis. A crisis could happen anytime and affect anyone, and we have no way of knowing when it is coming.

A crisis unveils all our vulnerabilities and strengths. The way we manage a crisis reveals our true personalities and leadership. Do it wrong – and you will be dealing with damage control, loss of credibility, and reputation for a very long time.

Our highly dynamic Crisis Management program will take you step by step why and how to plan for the worst, how to make the right choices while navigating a crisis, so you have the best results, save time, money, your credibility, and reputation - whatever disaster may occur.

The training will take you through learnings of various crises experiences around the world; you will discover how and why to engage others in a process, recognize the signs of a crisis, explore the most critical uncertainties and make the right choices.

In the program, you also have the possibility to develop a set of tools and your own Crisis Response plan so you can be prepared to take your business through challenges whatever disaster might occur.

The future is unpredictable, and no one is immune to a crisis. The main difference is between those who are prepared and ready to deal with it and those who are not.



Learn how to control and manage your personal and corporate response to a crisis.



Learn how to establish a crisis response team, define roles and responsibilities.



Learn how to communicate effectively and lead confidently in stressful situations.



Learn how to best manage a crisis with identified processes, protocols, and other available resources.



Learn and prepare your communication deliverables, practice your social media responses.



Develop a crisis management response plan and your quick checklist.

## THE TRAINER



**NATASHA Konstantinova** is a towering figure in the world of corporate communications, media, crisis management, and global reputation science. What sets Natasha apart is her remarkable poise, level-headedness, and leadership qualities that allow her creativity to shine through when things get tough. And she is the one who always challenges the norm and demonstrates the courage to go above and beyond.

Natasha is a true leader with a big heart and a unique approach for every person that life connects her with. She projects the kind of class and confidence that her colleagues and clients tap for their businesses.

Fortune 500 companies, global institutions, foundations, and diverse industries across different continents are part of her work experience. She invests herself, body and soul, into her work, and she has your back when things take an unexpected turn.

## MODULES

### CRISIS MANAGEMENT LAB: FUNDAMENTALS

#### 1. Crisis response: good to know

- Deep dive into crisis experiences around the world

#### 2. Crisis response: must know

- Signs of a crisis
- Immediate response
- Ensuring security and business continuity for your workforce
- Stakeholder map with impacted audiences in times of a crisis
- Communications during the crisis
- Re-assessing the crisis
- Analyze, learn and de-brief
- A crisis response plan



- Online live sessions
- Self-paced online training
- Face - to - face



- Mid/Top-level executives
- Business owners



- Three hours

## **CRISIS MANAGEMENT PRACTICE:**

ADDITIONAL MODULE FOR CRISIS RESPONSE LEADERS

### **1. Preparing for media interactions during the crisis**

- **Communications techniques**
- **Social media 'protocol' in times of a crisis**
- **The power of your body language in media interactions**
- **Defining and delivering a clear message**



- Online live sessions
- Face - to - face
- Crisis Response Leaders
- Spokespeople
- Two hours

## **CRISIS MANAGEMENT SIMULATION:**

ADDITIONAL MODULE FOR CRISIS RESPONSE LEADERS AND RESPONSE TEAM

### **1. Managing a crisis**

- **Revealing a crisis matter**
- **Dealing with a crisis**
- **Managing a crisis**
- **Traditional & Social Media interactions**



- Online live sessions
- Face - to - face
- Crisis Response Leaders
- Crisis Response teams
- Four hours