

## Crisis Management

### Reduce impact, handle communications and protect value



The crisis of Covid-19 has shown that a major crisis can impact *any* business at *any* time.

This highly interactive and intense two-day training explains the fundamentals, implementation and application of enterprise-level crisis management in a **pragmatic, down-to-earth** manner. From basic concepts such as VUCA and risk management to topics such as contingency planning, leadership and communication, this course enables you to develop and implement crisis management in your organization.

The course is intentionally *not* sector specific; it is applicable to any business, regardless of the size of the company and independent of a specific industry.

This training is developed and offered in a collaboration between [Quality-Coach.ch](https://www.quality-coach.ch) and [Gordian Management Sàrl](https://www.gordianmanagement.ch).

<b>Target Audience</b>	Anyone interested in or concerned by Crisis Management in the context of a business or a project: C-level executives, program and project leaders, HR personnel, business development, HSS and HSSE heads, internal and external auditors as well as collaborators from IT, logistics and marketing/communications.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Learn how to identify a potential crisis early on.</li> <li>• Know how, what and when to communicate in crisis situations.</li> <li>• Learn how to deal with VUCA - volatility, uncertainty, complexity and ambiguity - and to make decisions under internal and external pressure, where you do not have the time to collect and assess <i>all</i> elements and consequences.</li> <li>• Know the fundamental concepts of contingency planning, disaster recovery and business continuity management (BCM). Refine and adjust this concept according to your company, its environment and its goals.</li> <li>• Understand the connection between crisis management, risk management and business continuity management (e.g. ISO 22301).</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• What is a crisis, and how can we identify a crisis early on?</li> <li>• The five phases of the crisis life cycle.</li> <li>• Who is responsible for crisis management? Who is in charge?</li> <li>• How do we implement a business continuity management system? How do we verify if this system is working properly?</li> <li>• What constitutes a good "risk culture"?</li> </ul>
<b>Credentials</b>	Upon completion, participants receive a seminar certificate. PMP certified participants can claim 16 PDU.
<b>Language</b>	Documentation and facilitation are available in English, French and German. We can also provide a mixed-language training, e.g. documentation in EN and facilitation in DE or FR.
<b>Trainers</b>	Dr. rer. nat. Jörg Hau, PMP and Michèle Longpré, M.Ed., PMP.
<b>Logistics</b>	The training consists of a 2-day <b>interactive course</b> . We can also run this course as on-line training, as in-house training at your site or in a seminar hotel of your choice. Min. 4, max. 14 participants. 2 day, 1 or 2 trainers.

