

Agenda

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Module 1: Understanding Crisis Management

Module 2: Pre-Crisis activities (Prepare)

Module 3: During-Crisis activities (Respond)

Module 4: Post-Crisis activities (Recover)

Module 5: Case studies

Module 6: Extra materials for your success



Learning objectives

Module 1:

Understanding Crisis Management

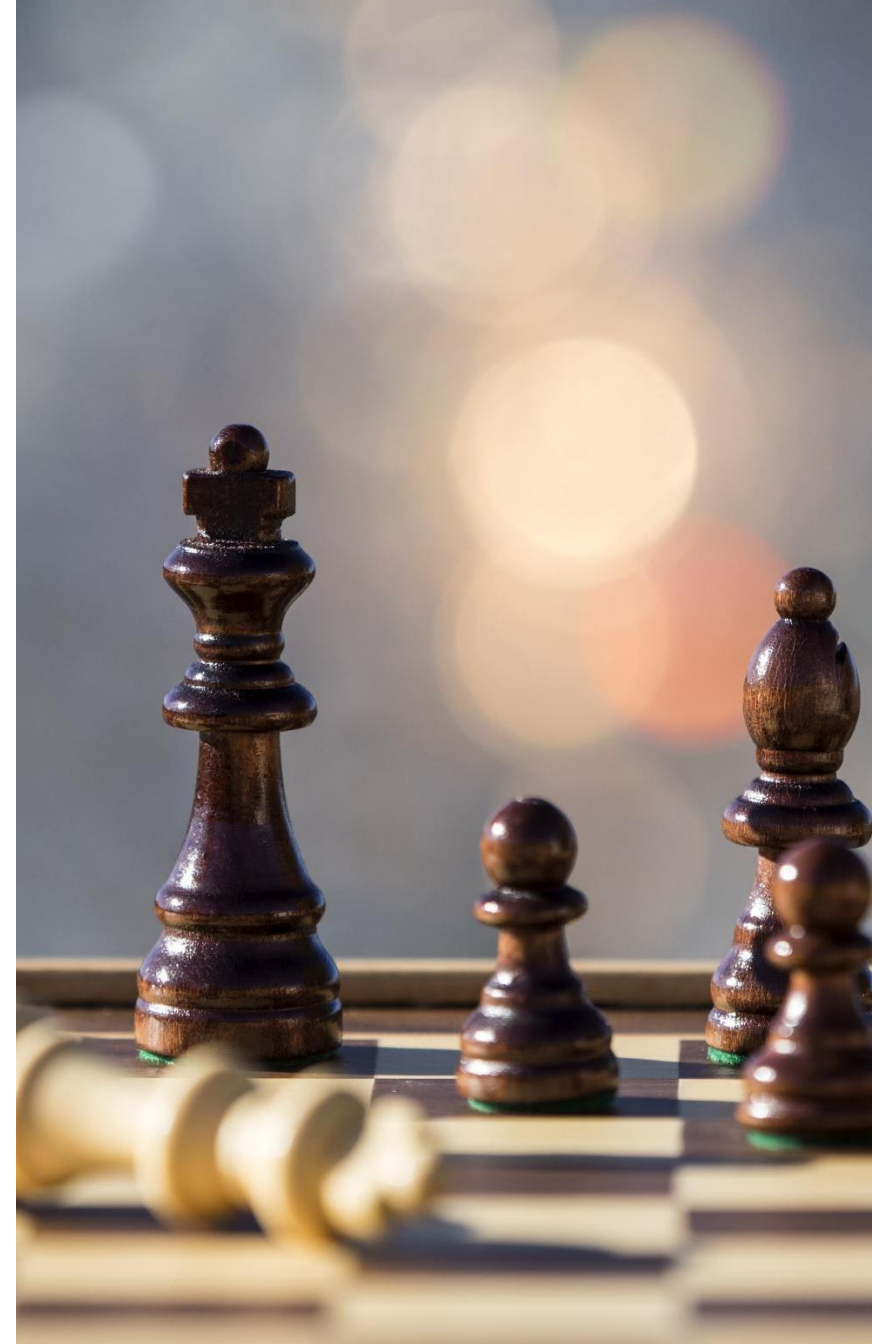
Introduction

Definitions & key terms

Types of Crisis

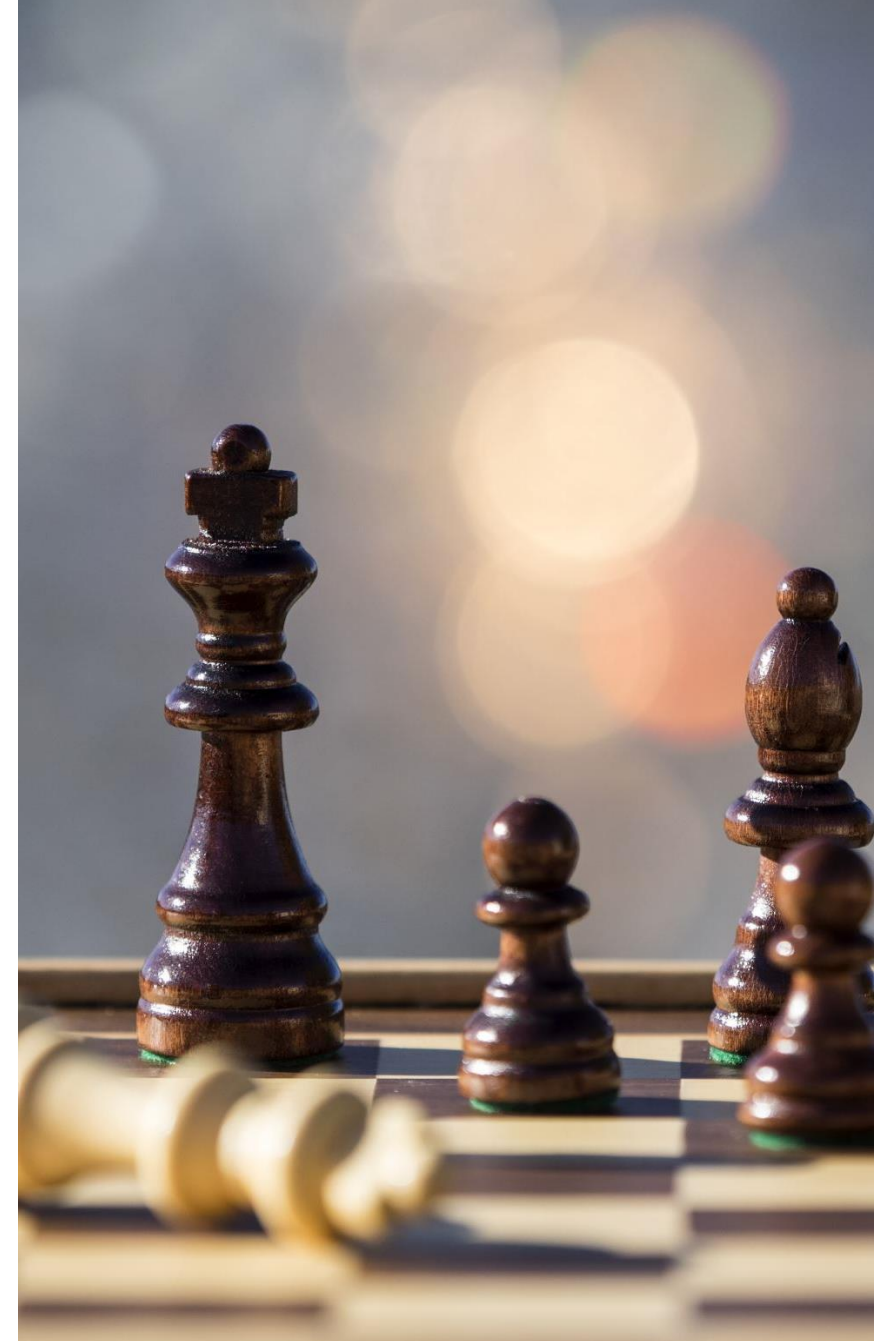
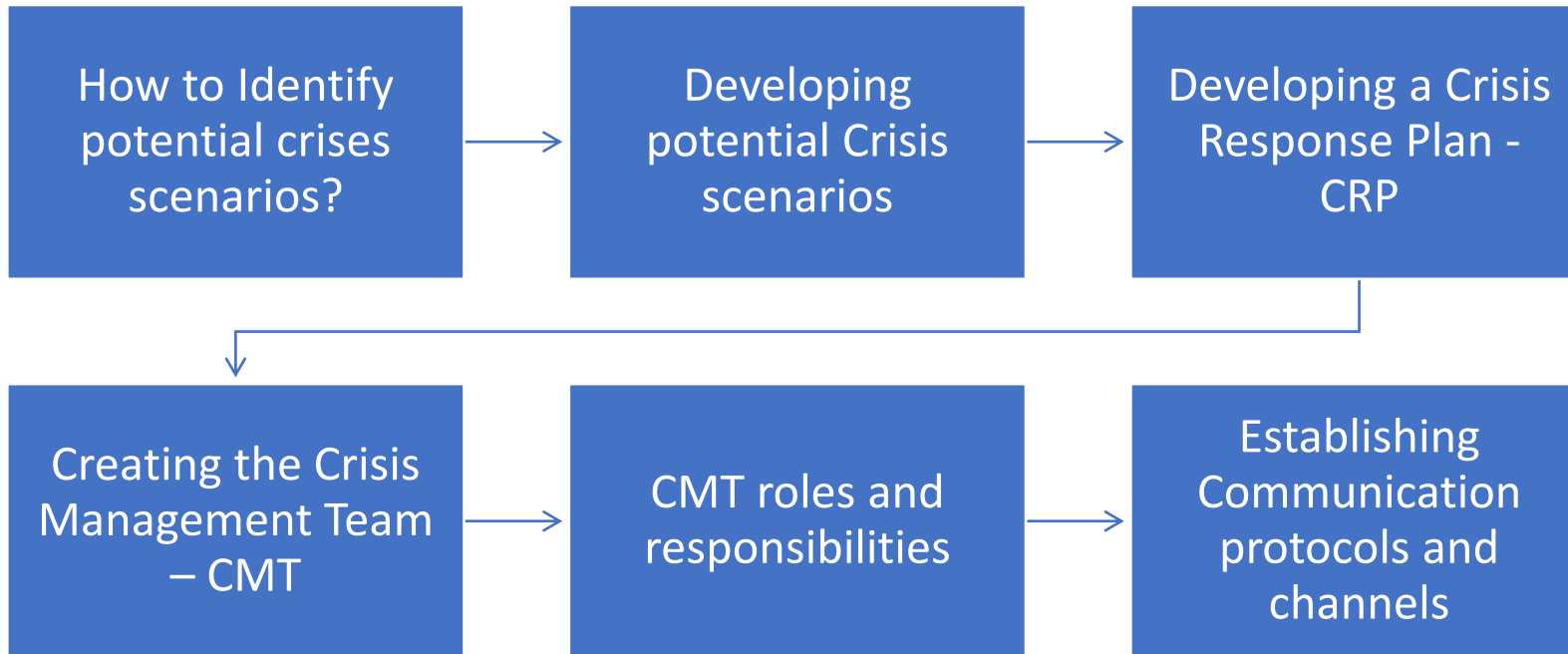
The importance of a Crisis Management Framework

Crisis Management lifecycle



Module 2:

Pre-Crisis activities (Prepare)



Module 3:

During-Crisis activities **(Respond)**



Immediate response actions



Decision-making processes



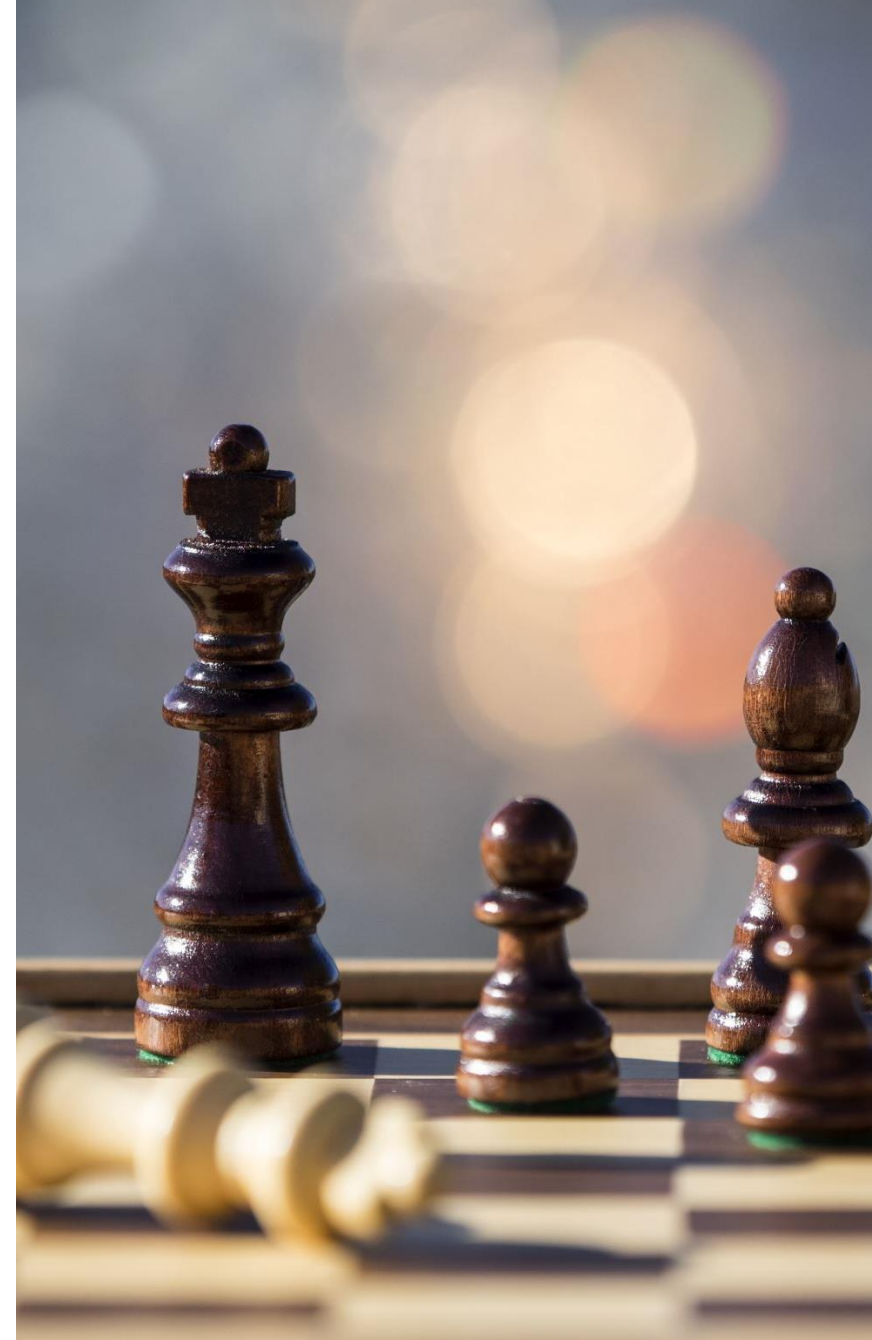
Coordinating resources and logistics



Implement Crisis Communication strategies



Engaging external stakeholders and partners



Module 4:

Post-Crisis activities (**Recover**)



Crisis Recovery and Post-Mortem Exercises



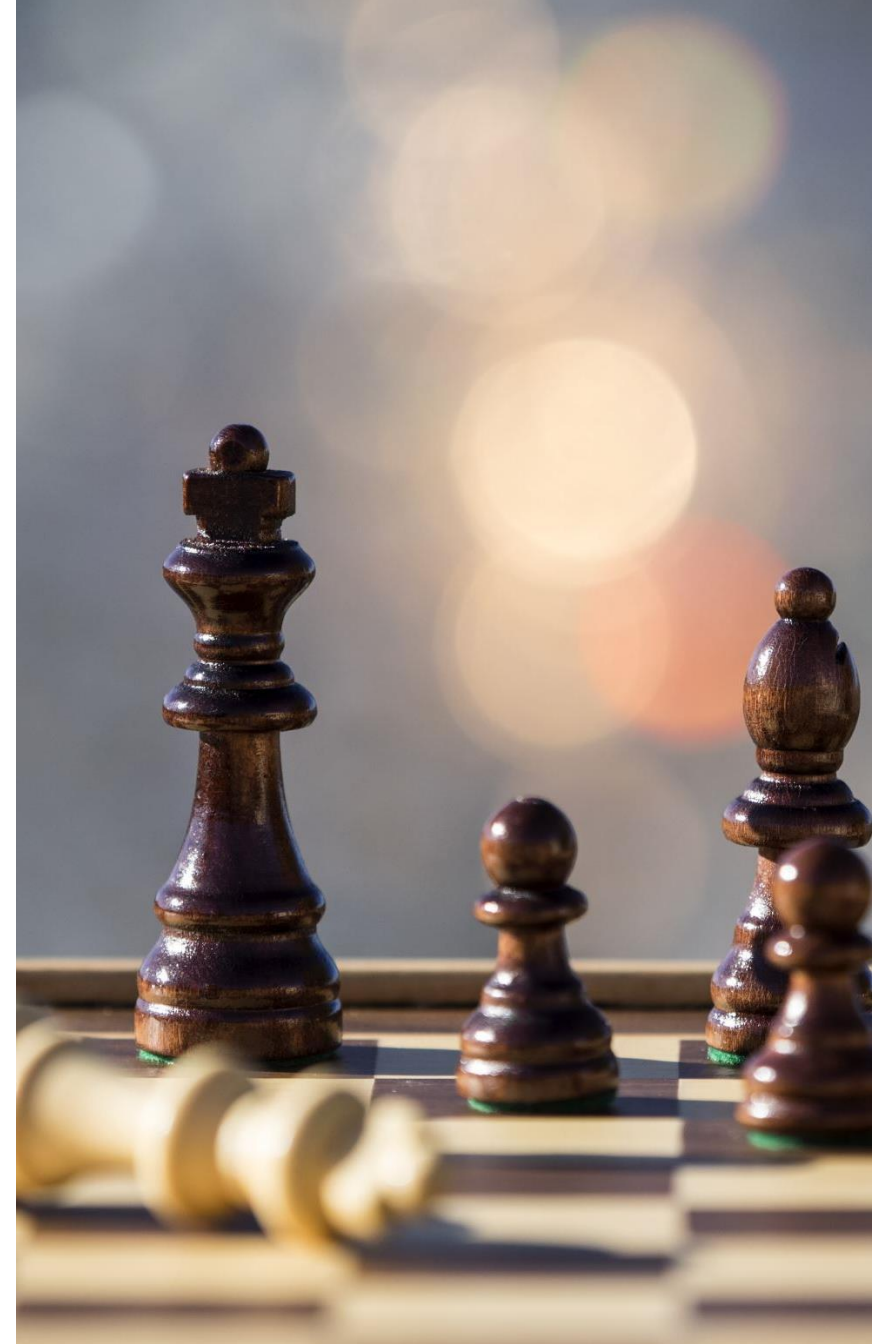
Recovery planning and implementation



Conducting post-mortem exercises



Learning from crises and continuous improvement



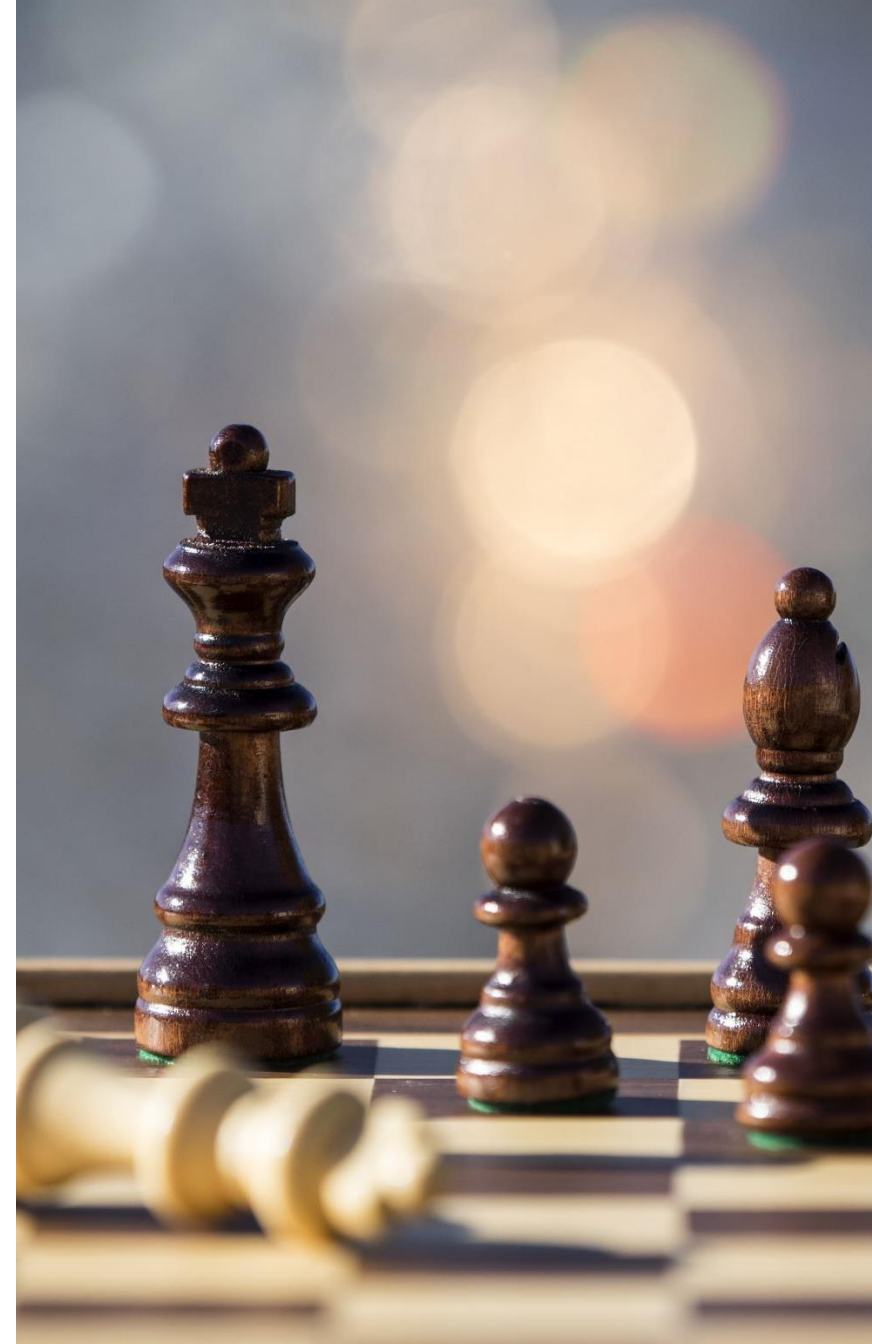
Module 5:

Case studies

Companies that have handled crisis well

VS

Companies that have been criticized



Module 6:

Extra materials for your success

1. Strategic tips to Identify potential crises scenarios?
2. what are the key elements in a crisis response plan?
3. step-by-step crisis activation actions guide
4. Tips for Effective Communication During a Crisis





NEXT LECTURE..

Module 1: Understanding Crisis Management

