

What is Crisis Management?

- Creating a crisis management plan (CMP).
- Assigning a crisis management team.
- Crisis communication.

Crisis Management Plan (CMP)

- Assess Company Threats
- Develop a Crisis Management Plan
- Test the Crisis Management Plan
- Monitor threats and review the
- Crisis Management Plan

Crisis is any situation that deviates from normal business and emergency plans that requires urgent attention and action to protect life, credibility, assets, property or the environment.

- ## Crisis Management Team and Leadership
- Form a Crisis Management Team

MODULE

CRISIS MANAGEMENT

3

Deepening

Training and Awareness:

Difference between
Training and Awareness

Two Real Life Business
Examples
and
Two Business Scenarios

Crisis Communication

- Crisis Communication & the Plan.

Five Best Practices

- Set up a Crisis Team
- Shed light on smoldering crises and more...
-

MODULE

CRISIS MANAGEMENT

3



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