

BUSINESS CONTINUITY AND CRISIS MANAGEMENT COMPREHENSIVE



GENTEX[®]
TRAINING CENTER



Introduction

Business Continuity and Crisis Management Comprehensive Course Training Course prepares professionals to plan for disruption and lead through it. Participants work through the ISO 22301 continuity management system, business impact analysis and recovery objectives, continuity strategy and plan development, crisis management structures and command discipline, crisis communication, media, and stakeholder handling, and exercising, evaluation, and continuous resilience improvement as one connected discipline. The programme links the disruption an organisation may face with the response and leadership that determine whether it recovers or fails. As a result, learners gain a practical command of continuity and crisis management. Furthermore, the course strengthens crisis leadership, planning discipline, and resilience thinking.

Business Continuity and Crisis Management Comprehensive Course Objectives

- Explain continuity and crisis management concepts and their relationship.
- Apply the ISO 22301 business continuity management system.
- Apply business impact analysis and recovery time and point objectives.
- Apply threat assessment and continuity strategy selection.
- Apply continuity plan development and response procedure design.
- Apply crisis management structures, command, and decision protocols.
- Apply crisis communication, media handling, and stakeholder messaging.
- Apply emergency response, evacuation, and life safety coordination.
- Apply exercise design, testing, and lessons-learned practice.
- Apply continuity metrics, maintenance, audit, and management review.

Course Methodology



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Interactive sessions built on disruption, outage, and crisis cases.
- Workshops on impact analysis, crisis structures, and plan writing.
- Group exercises on crisis communication, escalation, and exercises.
- Hands-on practice with plans, command charts, and crisis playbooks.
- Simulation of a crisis management team and a live continuity exercise.
- Facilitator coaching and peer review on personal continuity and crisis plans.

Who Should Take This Course

- Business continuity and resilience managers.
- Risk managers and operational risk professionals.
- Crisis management team members and coordinators.
- Corporate communications and media officers.
- IT disaster recovery and infrastructure managers.
- Internal auditors covering resilience and crisis readiness.

Business Continuity and Crisis Management Comprehensive Course Outlines

Day 1: Continuity and Crisis Foundations

- Continuity and crisis management concepts and terminology.
- The ISO 22301 business continuity management system.
- Continuity, disaster recovery, and crisis management distinctions.
- Governance, roles, and accountability for resilience.
- Legal, regulatory, and contractual continuity obligations.
- Building a resilience-aware culture and awareness.





- Case discussion: a crisis managed well that continuity planning never covered.

Day 2: Business Impact Analysis and Risk Assessment

- Business impact analysis (BIA) method and process.
- Identifying critical activities, dependencies, and single points of failure.
- Recovery time objectives (RTO) and recovery point objectives (RPO).
- Maximum tolerable downtime and minimum business continuity objective.
- Threat assessment and risk evaluation methods.
- Dependency mapping across people, systems, suppliers, and sites.
- Workshop: conducting a BIA and setting recovery objectives.

Day 3: Continuity Strategy and Plan Development

- Continuity strategy selection and cost-benefit comparison.
- Recovery strategies for IT, data, communications, and sites.
- Workforce, workplace, and supplier resilience strategies.
- Plan structure, content standards, and writing quality.
- Response procedures, escalation ladders, and call trees.
- Resource requirements, budgets, and resilience investment.
- Exercise: drafting a continuity plan with response procedures.

Day 4: Crisis Management and Communication

- Crisis management structures and command hierarchy.
- Crisis management team roles, decision protocols, and war rooms.
- Escalation triggers and activation authority.
- Crisis communication strategy and holding statements.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Media handling, spokesperson discipline, and social media response.
- Stakeholder messaging for customers, staff, and regulators.
- Simulation: running a crisis management team and press response.

Day 5: Exercising, Maintenance, and Assurance

- Exercise programme design and exercise types.
- Desktop, simulation, and live exercise planning.
- Exercise evaluation, lessons learned, and plan update.
- Plan maintenance, review cycles, and change control.
- Continuity and crisis metrics, audit, and management review.
- Embedding resilience and continuous improvement.
- Capstone: presenting an integrated continuity and crisis management programme.

Conclusion

By successfully completing Business Continuity and Crisis Management Comprehensive Course, participants will gain a practical command of continuity and crisis foundations and ISO 22301, business impact analysis and recovery objectives, continuity strategy and plan development, crisis management structures and communication, and exercising, maintenance and assurance. They will acquire skills in impact analysis, continuity planning, crisis command, and crisis communication that keep critical services running and reputation intact through disruption. Gentex Training Center designs the programme to help professionals lead continuity and crisis response with confidence.





FAQs for the Business Continuity and Crisis Management Comprehensive Course

Q1 What is the "Business Continuity and Crisis Management Comprehensive Course" about?

It prepares professionals to plan for disruption and lead through it. The course spans continuity and crisis foundations, business impact analysis and risk assessment, continuity strategy and plan development, crisis management and communication, and exercising, maintenance and assurance.

Q2 What are the key benefits of the "Business Continuity and Crisis Management Comprehensive Course" course?

You gain a practical command of continuity and crisis management that links the disruption an organisation may face with the response and leadership that determine whether it recovers or fails. The course improves impact analysis and recovery objective setting, strengthens continuity planning and crisis command, sharpens crisis communication and media handling, and gives you exercise and assurance practice that keeps readiness real.

Q3 What skills will I gain from the "Business Continuity and Crisis Management Comprehensive Course" course?



You will develop four core skills: business impact analysis with recovery objective setting, continuity strategy and plan development, crisis management command with decision protocols, and crisis communication with exercise design and assurance practice.

Q4 What tools, methods, or standards are covered in the "Business Continuity and Crisis Management Comprehensive Course" course?

The course covers continuity and crisis management concepts and terminology, the ISO 22301 business continuity management system, distinctions across continuity, disaster recovery and crisis management, governance, roles and accountability for resilience, legal, regulatory and contractual continuity obligations, business impact analysis (BIA) method and process, identifying critical activities, dependencies and single points of failure, recovery time objectives (RTO) and recovery point objectives (RPO), maximum tolerable downtime and minimum business continuity objective, threat assessment and risk evaluation methods, dependency mapping across people, systems, suppliers and sites, continuity strategy selection and cost-benefit comparison, recovery strategies for IT, data, communications and sites, workforce, workplace and supplier resilience strategies, plan structure, content standards and writing quality, response procedures, escalation ladders and call trees, resource requirements, budgets and resilience investment, crisis management structures and command hierarchy, crisis management team roles, decision protocols and war rooms, escalation triggers and activation authority, crisis communication strategy and holding statements, media handling, spokesperson discipline and social media response, stakeholder messaging for customers, staff and regulators, exercise programme design and exercise types, desktop, simulation and live exercise planning, exercise evaluation, lessons learned and plan update, plan maintenance, review cycles and change control, and continuity and crisis metrics, audit and management review.



Q5 How is the "Business Continuity and Crisis Management Comprehensive Course" course applied in real-world practice?

Participants apply it to real work such as conducting a BIA and setting recovery objectives, drafting a continuity plan with response procedures, running a crisis management team and press response, drafting holding statements and stakeholder messages, designing and evaluating a desktop exercise, updating plans after lessons learned, and presenting an integrated continuity and crisis programme. The same methods support regulator communication and resilience audit readiness.