

CRISIS LEADERSHIP AND HUMAN BEHAVIOUR



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TRAINING CENTER



Introduction

Crisis Leadership and Human Behaviour explains why competent leaders still struggle when pressure rises: people do not behave as they do in ordinary conditions. Fear, fatigue, information overload, and group pressure reshape decisions, compliance, and communication. This Crisis Leadership and Human Behaviour Training Course connects command practice with behavioural science so leaders can anticipate and manage those reactions. Participants study decision-making under stress, cognitive bias, crowd behaviour, panic myths, and trust building in uncertainty. Furthermore, the course covers crisis communication, rumour management, and psychological first aid. It also examines how teams behave during prolonged incidents and how leaders sustain performance and wellbeing. As a result, participants leave able to lead people, not just processes, through crisis.

Crisis Leadership and Human Behaviour Course Objectives

- Apply crisis leadership principles across the prevention, response, and recovery phases.
- Recognize decision-making failures under stress using the recognition-primed decision model.
- Identify cognitive biases affecting judgement, including anchoring, confirmation, and availability bias.
- Apply situational awareness models such as Endsley's three levels.
- Understand crowd behaviour and counter common panic myths.
- Manage compliance and cooperation using the caution and compliance model and nudge principles.
- Build and maintain public trust through credible crisis communication (CERC principles).
- Deliver psychological first aid using the WHO PFA framework.
- Manage team behaviour, fatigue, and cohesion during prolonged incidents.

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- Lead post-crisis learning and psychological recovery.

Course Methodology

The course applies interactive, practice-based methods:

- Facilitated workshops linking behaviour science to command decisions.
- Simulation exercises with injected pressure and ambiguity.
- Role-play of crisis communication and public interaction.
- Case studies of incidents where human behaviour shaped outcomes.
- Self-assessment of personal stress responses and decision habits.
- Action planning that converts each technique into a crisis routine.

Who Should Take This Course

- Incident and emergency commanders.
- Crisis management and business continuity managers.
- Security, safety, and risk professionals.
- Public information and communications officers.
- HR and welfare managers supporting crisis response.
- Team leaders responsible for staff in high-pressure operations.

Crisis Leadership and Human Behaviour Course Outlines

Day 1: Foundations of Crisis Leadership

- Defining crisis, its phases, and leadership demands at each stage.
- Distinguishing technical problems from adaptive challenges.



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- Reviewing crisis leadership competencies and behaviours.
- Understanding stress physiology and its effect on performance.
- Recognizing common leadership failure patterns in crises.
- Setting personal crisis leadership intentions.
- Assessing your own crisis readiness and gaps.

Day 2: Decision-Making Under Pressure

- Applying the recognition-primed decision (RPD) model.
- Understanding the OODA loop in fast-moving situations.
- Identifying biases: anchoring, confirmation, availability, and escalation of commitment.
- Building situational awareness using Endsley's three levels.
- Managing information overload and uncertainty.
- Practising time-critical decisions in simulation.
- Reviewing decisions with structured after-action methods.

Day 3: Human Behaviour in Emergencies and Crowds

- Examining how people behave in emergencies and evacuation.
- Testing common panic myths against research evidence.
- Understanding crowd dynamics, herding, and social proof.
- Managing compliance with the caution and compliance model.
- Applying nudge principles to guide safe behaviour.
- Supporting vulnerable groups and those with access needs.
- Designing instructions people follow under stress.

Day 4: Crisis Communication and Trust



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- Applying the CERC principles for crisis communication.
- Delivering the first message quickly and credibly.
- Managing rumour, misinformation, and social media.
- Building trust through transparency, empathy, and competence.
- Communicating uncertainty without losing confidence.
- Handling hostile questions and public frustration.
- Practising media and public statements in role-play.

Day 5: Team Resilience, Psychological First Aid, and Recovery

- Recognizing acute stress reactions in team members.
- Applying the WHO psychological first aid framework.
- Managing shift patterns, fatigue, and decision fatigue.
- Sustaining team cohesion and morale during long incidents.
- Supporting people after traumatic events.
- Leading post-crisis learning and reviews.
- Finalizing a crisis leadership and human behaviour action plan.

Conclusion

By successfully completing Crisis Leadership and Human Behaviour, participants will have acquired practical knowledge of decision-making under pressure, cognitive bias, crowd behaviour, crisis communication, and psychological first aid. They will have gained skills in crisis decision-making, behavioural risk anticipation, trust-based crisis communication, and team wellbeing support, plus a personal action plan. Gentex Training Center designed this program to build leaders who manage both the incident and the people in it.





FAQs

Q1 What is the "Crisis Leadership and Human Behaviour" course about?

It connects crisis command with behavioural science. Participants study decision-making under stress, cognitive bias, situational awareness, crowd behaviour, trust-based crisis communication, and psychological first aid for teams and communities.

Q2 What are the key benefits of the "Crisis Leadership and Human Behaviour" course?

Participants gain faster and clearer decisions under pressure, fewer judgement errors, and better communication in uncertainty. Teams also cope better with prolonged incidents, show stronger morale, and recover faster after traumatic events.

Q3 What skills will I gain from the "Crisis Leadership and Human Behaviour" course?

You will develop four core skills: crisis decision-making under pressure, behavioural risk and crowd dynamics anticipation, trust-based crisis communication, and team wellbeing and psychological first aid support.



Q4 What tools, methods, or standards are covered in the "Crisis Leadership and Human Behaviour" course?

The course covers the recognition-primed decision model, the OODA loop, Endsley's three levels of situational awareness, the caution and compliance model, nudge principles, the CERC crisis communication principles, the WHO psychological first aid framework, and structured after-action review methods.

Q5 How is the "Crisis Leadership and Human Behaviour" course applied in real-world practice?

Participants apply the methods to live scenarios, such as deciding with incomplete information, preparing a first public message, handling a rumour surge, supporting an exhausted team, and running an after-action review. Each module ends with an action commitment, so learning transfers directly into operational duty.