

CRISIS MANAGEMENT MASTERCLASS



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TRAINING CENTER



Introduction

Crisis Management Masterclass gathers the full discipline of crisis leadership into one intensive program. Organizations rarely fail because a crisis happened; they fail because preparation was thin, decisions were slow, and communication lost credibility. This Crisis Management Masterclass Training Course addresses the whole cycle, from risk identification and crisis planning to command during the event and recovery afterwards. Participants work with recognized frameworks, including ISO 22301 business continuity, the crisis management cycle, the Incident Command System, and CERC communication principles. Furthermore, the course covers crisis team design, decision-making under pressure, media handling, and post-crisis review. As a result, participants leave with a tested command approach and a personal action plan.

Crisis Management Masterclass Course Objectives

- Apply the crisis management cycle across prevention, preparation, response, and recovery.
- Build crisis management plans aligned with ISO 22301 and business continuity practice.
- Design crisis teams, roles, and escalation triggers with clear decision rights.
- Conduct crisis risk assessment using likelihood, impact, and risk matrices.
- Lead crisis decision-making with structured option analysis under time pressure.
- Manage crisis communication using the CERC principles and message discipline.
- Handle media, social media, and stakeholder scrutiny during an incident.
- Coordinate multi-agency and cross-functional response at the strategic level.
- Manage recovery, continuity, and return-to-normal sequencing.
- Run post-crisis reviews and embed lessons into plans and training.

Course Methodology



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The course applies interactive, practice-based methods:

- Facilitated workshops using real crisis case material.
- Full-scale simulation with injected escalations and time pressure.
- Role-play of crisis team meetings and press briefings.
- Case studies across industries and crisis types.
- Group work on plans, risk registers, and communication materials.
- Action planning that converts each framework into a tested routine.

Who Should Take This Course

- Crisis management and business continuity managers.
- Senior managers and executive team members.
- Risk, security, and resilience professionals.
- Public relations and communications leads.
- Operations and incident response managers.
- Consultants advising on crisis preparedness.

Crisis Management Masterclass Course Outlines

Day 1: Crisis Foundations and Risk Assessment

- Defining crisis, incident, and emergency and their differences.
- Reviewing the crisis management cycle and its four phases.
- Understanding crisis typologies and their escalation patterns.
- Conducting crisis risk assessment with likelihood impact matrices.
- Identifying warning signals and weak signals.
- Setting risk appetite and tolerance for crisis exposure.



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- Reviewing a crisis risk register for a chosen organization.

Day 2: Crisis Planning and Team Design

- Building crisis management plans aligned with ISO 22301.
- Designing crisis teams, roles, and decision rights.
- Setting escalation triggers and activation criteria.
- Establishing crisis rooms, tools, and communication channels.
- Preparing crisis playbooks and checklists.
- Testing plans through tabletop exercises.
- Drafting a crisis plan outline.

Day 3: Command and Decision-Making Under Pressure

- Applying the Incident Command System (ICS) at strategic level.
- Managing situation reports, decision logs, and information flow.
- Deciding with incomplete information and competing priorities.
- Using structured option analysis and pre-mortems.
- Avoiding escalation of commitment and groupthink.
- Managing fatigue and rotating crisis team shifts.
- Practising command decisions in simulation.

Day 4: Crisis Communication and Stakeholder Management

- Applying the CERC principles to first and holding statements.
- Building message houses and spokesperson discipline.
- Managing media, social media, and misinformation.



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- Communicating with employees, customers, regulators, and communities.
- Handling hostile questioning and legal sensitivities.
- Maintaining trust through transparency and empathy.
- Running a press briefing in role-play.

Day 5: Recovery, Continuity, and Organisational Learning

- Planning recovery and business continuity sequencing.
- Prioritising critical functions and resource restoration.
- Managing stakeholder relationships after the acute phase.
- Reviewing crisis performance with structured debriefs.
- Documenting lessons and updating plans, training, and exercises.
- Building a crisis-ready culture across the organization.
- Finalizing a personal crisis management action plan.

Conclusion

By successfully completing Crisis Management Masterclass, participants will have acquired practical command knowledge across the full crisis cycle, covering risk assessment, planning and team design, decision-making under pressure, crisis communication, and recovery. They will have gained skills in crisis planning, command decision-making, stakeholder communication, and organisational learning, plus a personal action plan. Gentex Training Center designed this program to build leaders who are ready before the crisis starts.

FAQs





Q1 What is the "Crisis Management Masterclass" course about?

It covers the full crisis management discipline. Participants study crisis risk assessment, planning and team design, command decision-making under pressure, crisis communication, stakeholder management, recovery, and post-crisis learning.

Q2 What are the key benefits of the "Crisis Management Masterclass" course?

Participants gain faster, more structured crisis decisions, clearer roles during an incident, and communication that holds credibility under scrutiny. Organizations also shorten recovery times, protect reputation, and convert each crisis into lasting capability.

Q3 What skills will I gain from the "Crisis Management Masterclass" course?

You will develop four core skills: crisis planning and business continuity management, crisis command and decision-making under pressure, crisis communication and stakeholder management, and recovery planning with organisational learning.

Q4 What tools, methods, or standards are covered in the "Crisis Management Masterclass" course?

The course covers the crisis management cycle, ISO 22301 business continuity, the Incident Command System (ICS), likelihood impact risk matrices and risk registers, escalation triggers and activation criteria, crisis playbooks, pre-mortems and structured option analysis, the CERC communication principles, message houses, and formal post-crisis debrief methods.



Q5 How is the "Crisis Management Masterclass" course applied in real-world practice?

Participants apply the methods to live simulation tasks, such as activating a crisis team, writing a decision log, drafting a holding statement, managing a press briefing, and running a post-crisis debrief. Each module ends with an action commitment, so learning transfers directly into organisational readiness.