STRATEGIC PLANNING & OPERATIONAL CRISIS MANAGEMENT



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

Introduction

Strategic Planning & Operational Crisis Management examines how organizations plan ahead while staying ready for disruption. This Training Course covers environmental analysis, scenario development, crisis preparedness, and recovery discipline. Participants study PESTLE, SWOT and TOWS, scenario planning, ISO 22301 business continuity, the crisis management cycle, and incident command structures. Furthermore, the programme connects planning to response through crisis simulations, continuity drills, and post-incident review. As a result, delegates leave able to build plans that hold under pressure and lead a response when operations break down.

Strategic Planning & Operational Crisis Management Course Objectives

- Define strategic planning and its link to operational resilience.
- Scan the environment using PESTLE, SWOT, and TOWS.
- Build scenarios and early warning indicators for disruption.
- Design crisis management structures, roles, and authority.
- Apply ISO 22301 business continuity requirements.
- Conduct business impact analysis and set recovery objectives.
- Write crisis communication plans and holding statements.
- Run crisis simulations and continuity exercises.
- Manage resources, logistics, and stakeholder expectations under pressure.
- Review incidents, capture lessons, and update plans.

Course Methodology

- Interactive workshops using real crisis and continuity files.

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- Scenario planning and risk assessment labs.
- Crisis management team structure and role exercises.
- Simulation of live incidents with timed decision rounds.
- Post-incident review and lessons-learned workshops.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and business continuity professionals.
- Operations and plant managers.
- Risk, safety, and compliance officers.
- Crisis management team members and coordinators.
- Facilities, security, and emergency response staff.
- Communications and public relations officers.
- Senior managers accountable for operational continuity.

Strategic Planning & Operational Crisis Management Course Outlines

Day 1: Strategic Planning Foundations for Resilience

- Defining strategy, planning, and resilience.
- Levels of strategy and operational linkage.
- Vision, objectives, and resilience priorities.
- Stakeholder mapping and mandate clarity.
- Governance of planning and crisis preparedness.
- Ethics and accountability under pressure.

- Building the planning and resilience framework.

Day 2: Environmental Analysis and Scenario Planning

- PESTLE scanning for threat and opportunity signals.
- SWOT and TOWS analysis for resilience priorities.
- Scenario planning and uncertainty handling.
- Early warning indicators and trigger points.
- Risk assessment with ISO 31000 principles.
- Business impact analysis and critical process mapping.
- Recovery time and recovery point objectives.

Day 3: Crisis Preparedness and Continuity Planning

- ISO 22301 business continuity management system.
- Continuity strategies and resource arrangements.
- Crisis management team structure and roles.
- Incident command and decision authority.
- Emergency response procedures and escalation routes.
- Supplier, site, and IT contingency planning.
- Plan documentation, testing, and maintenance.

Day 4: Crisis Communication and Simulation

- Crisis communication principles and message discipline.
- Holding statements, spokespersons, and media handling.
- Internal communication and staff welfare duties.
- Stakeholder and regulator notification requirements.

- Simulation design: objectives, injects, and observers.
- Running timed decision rounds under pressure.
- Evaluating performance against plan criteria.

Day 5: Response, Recovery, and Continuous Improvement

- Activating the crisis management plan.
- Resource and logistics mobilisation under constraint.
- Operational recovery sequencing and priorities.
- Business resumption and service restoration.
- Post-incident review and lessons learned capture.
- Plan updates, training refresh, and audit cycles.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Strategic Planning & Operational Crisis Management, participants will have acquired a practical command of environmental analysis, scenario planning, continuity design, crisis leadership, and recovery management. They will know how to build plans that hold under pressure, set recovery objectives grounded in business impact analysis, and lead a structured response when operations break down. In addition, the course prepares delegates to communicate credibly during incidents and to capture lessons that improve the next response. As a result, they return to work ready to plan and respond with discipline. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Strategic Planning & Operational Crisis Management course

Q1 What is the "Strategic Planning & Operational Crisis Management" course about?

It is a five-day programme that links strategic planning to operational resilience and crisis response. It covers environmental and scenario analysis, risk assessment, business impact analysis, continuity planning under ISO 22301, crisis team structures, crisis communication, simulation exercises, and post-incident review.

Q2 What are the key benefits of the "Strategic Planning & Operational Crisis Management" course?

Participants gain the ability to anticipate disruption through scenarios and warning indicators, prepare continuity arrangements that actually work, and lead a structured response when incidents occur. They also learn to communicate credibly under pressure and to turn every incident into a lesson that strengthens the next response.

Q3 What skills will I gain from the "Strategic Planning & Operational Crisis Management" course?

Environmental and scenario analysis with PESTLE, SWOT, TOWS, and scenario planning, risk and impact assessment with ISO 31000 and business impact analysis, continuity and preparedness design with ISO 22301, crisis management team structures and recovery objectives, and crisis leadership with communication and simulation exercise management.

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Q4 What tools, methods, or standards are covered in the "Strategic Planning & Operational Crisis Management" course?

The course covers strategic planning levels and operational linkage, vision and resilience priority setting, stakeholder mapping and mandate clarity, planning and crisis preparedness governance, PESTLE environmental scanning, SWOT and TOWS analysis, scenario planning and uncertainty handling, early warning indicators and trigger point design, ISO 31000 risk assessment principles, business impact analysis and critical process mapping, recovery time and recovery point objectives, the ISO 22301 business continuity management system, continuity strategy and resource arrangement design, crisis management team structure and role definition, incident command and decision authority frameworks, emergency response procedures and escalation routes, supplier, site and IT contingency planning, plan documentation, testing and maintenance routines, crisis communication principles and message discipline, holding statements and spokesperson preparation, media handling practice, internal communication and staff welfare duties, stakeholder and regulator notification requirements, simulation design with objectives, injects and observers, timed decision round facilitation, performance evaluation against plan criteria, crisis management plan activation, resource and logistics mobilisation, operational recovery sequencing, business resumption and service restoration, post-incident review and lessons learned capture, and plan update, training refresh and audit cycle design.

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Q5 How is the "Strategic Planning & Operational Crisis Management" course applied in real-world practice?

Delegates apply it through strategic and resilience plans, PESTLE scans, SWOT and TOWS analyses, scenario sets, warning indicator dashboards, risk registers, business impact analyses, continuity plans, crisis management team terms of reference, emergency response procedures, escalation matrices, holding statements, communication protocols, simulation reports, incident logs, recovery plans, lessons-learned registers, and plan update records. They also use it to run drills and to brief executives during live incidents.