

# Training Summary

## Crisis Management for Business



***" It isn't a matter of if but a matter of when".***

**Whilst we all hope nothing will go wrong, accidents do happen and things do occur which will reflect badly on an organisation's reputation.**

**Issues arise for all organisations at some time, and the difference between those that build and those that destroy organisations is down to how they are handled.**

Douglas Brown has been in the hot seat at a national level dealing with crisis capable of making the front page in the news and brings this experience to this workshop designed for both PR practitioners and their senior colleagues who will be involved in dealing with a crisis when it breaks.

Based on personal experience, best industry practice and academic theory, this course may not stop a crisis from happening, but it will ensure you and your organisation are better prepared to handle it and recover your reputation rapidly afterwards.

The programme is activity and discussion based. Formal presentations will be balanced by a range of case-studies, practice problems and group discussions. Sharing the experience of the participants is an important feature and delegates will have the opportunity to discuss their own projects or challenges in an environment focussing on solving those problems.

Given the delicate nature of business crisis management you can rest assured that everything discussed will be treated in the strictest confidence by Douglas Brown PR and all information used or shared during the training will be treated as "commercial in confidence".

### **Organisational impact**

Communicating effectively with key stakeholders in a time of crisis is vital to the protection and development of the corporate reputation. This programme demonstrates how:

- Public Relations involvement contributes to risk management .
- Reputation and Brand can in fact be enhanced by a well-handled crises
- Business effectiveness can be enhanced through prior planning and preparation.
- Maximum effect can be achieved by understanding how different forms of mass media work and how they can be applied in a crisis environment
- Staff at all levels will have a clear ethical and managerial framework to operate to during a time of uncertainty and disruption, helping ensure business continuity.

## Personal Impact

The workshop examines a wide range of communications issues, skills and opportunities. As well as developing further personal competencies it will help participants:

- To develop a more effective approach to crisis communication in the workplace
- Select and use the best tools to add value to the organisation at a strategic level during a time of crisis
- Develop personal action planning and understand how to manage during a time of severe disruption to normal operations
- To remain calm and consistent in their communications during a crisis
- To develop confidence and flexibility in communication
- To build confidence and mastery through personal coaching and advice

## Who Should Attend?

This programme has been designed for PR practitioners/professionals and for senior professionals elsewhere in the organisation who may be involved in the handling of crises and rebuilding of business capacity after a serious incident or issue has hit.

This course is relevant to anyone likely to have responsibility for the delivery public Relations and communication activities during a time of crisis for the organisation..

- Middle and senior managers tasked with the direct delivery of internal and external communication activities or oversight of specialist sub-contractors with this responsibility in a time of crisis
- Senior operational managers with responsibility for managing teams whose role includes public relations and or internal communication during a time of crisis
- Senior managers up to Board level with responsibility for the strategic use of Public Relations and with responsibilities for business resilience.

## Workshop cost

The workshop costs £600 for a full day. It can take up to 8 delegates and the all-in cost includes all bespoke preparation, delivery costs and support materials for delegates. Clients are responsible for organising the venue/catering and ensuring delegate attendance.

This course can also be offered as an extended two day residential course including a full crisis scenario offering desktop experience of handling an extended crisis. For this option the workshop fee is £1200 plus accommodation.

**If you would like to book me for this workshop, or if you would like to discuss other subjects please contact me at [douglasbrownpr@btinternet.com](mailto:douglasbrownpr@btinternet.com)**

**or call me on 07876 044 318 or 01476 577 875**