



Crisis Leadership: Leading in Dramatic Change

*A 1, 2, or 3-Day Hands on TMS Experience
Delivered in Live or Live Virtual Classrooms!*

Course Description:

“If you can keep your head when all about you are losing theirs and blaming it on you...” This passage from Rudyard Kipling’s “If” captures the essence of crisis leadership. Crisis leadership requires poise, intelligence, and vision, and these qualities must be developed before the crisis hits and demonstrated throughout. This seminar, taught by a veteran crisis leader, develops the skills, knowledge, and attributes necessary to lead organizations through crises and times of rapid, discontinuous, dramatic change.

Learning Objectives & Topics Covered in this Workshop:

- How to respond to a crisis as a leader
- Foster a learning culture within your organization to enable proactive adaptation to rapidly changing conditions.
- Achieving continuity during and after the crisis
- Understand the difference between what is being said and what is *truly* happening.
- Techniques to maintain and assess true morale during a crisis.
- Techniques for communicating bad news effectively.
- Addressing customer concerns during a crisis
- Evaluate the technological, environmental, social, and economic conditions driving rapid 21st-century change.
- Assess and monitor “Black Swan” crisis scenarios – low probability, high-risk conditions with systemic impacts
- Build a crisis leadership team and network – BEFORE you need it
- Build a crisis leadership team and network in the middle of the crisis – responding to the unforeseen
- Develop crisis leadership decision-making skills to facilitate a tailored approach to unique crisis conditions.
- Communicate in a crisis to diverse audiences and stakeholders using a wide variety of media. Understand how to assess and identify the details that must be communicated during a crisis.

Audience:

This workshop is designed for all government personnel.

Toolkits:

Receive a Student Handbook and Online Toolkit, containing tools such as checklist, tips, techniques, and numerous other tools to help you use your new skills immediately.

Additional Information

CPE Credits: 8.0 – 24.0

CEU Credits: 0.8 – 2.4

Suggested Program

Prerequisites: None

Advanced Preparation:

None

NASBA Program Level:

Basic

NASBA Field of Study:

Business Program and Management

Delivery Method: Group Live

– Live Virtual Classroom





- The two-day version includes two crisis leadership case studies: Spanish Influenza (1918), and Deep-Water Horizon Oil Spill (2010) (customized case studies available upon request)
- The three-day version includes a tabletop pandemic crisis leadership role- playing exercise (customized scenario development is also available upon request) *and* Tools, Techniques, and Considerations for dealing with media.