



---

Module 1: Understanding Crisis Management

---

## **Module 2: Pre-Crisis activities**

---

Module 3: During-Crisis activities

---

Module 4: Post-Crisis activities

---

Module 5: Case studies

---

Module 6: Extra materials for your success

---

# Module 2: Preparing for Crisis



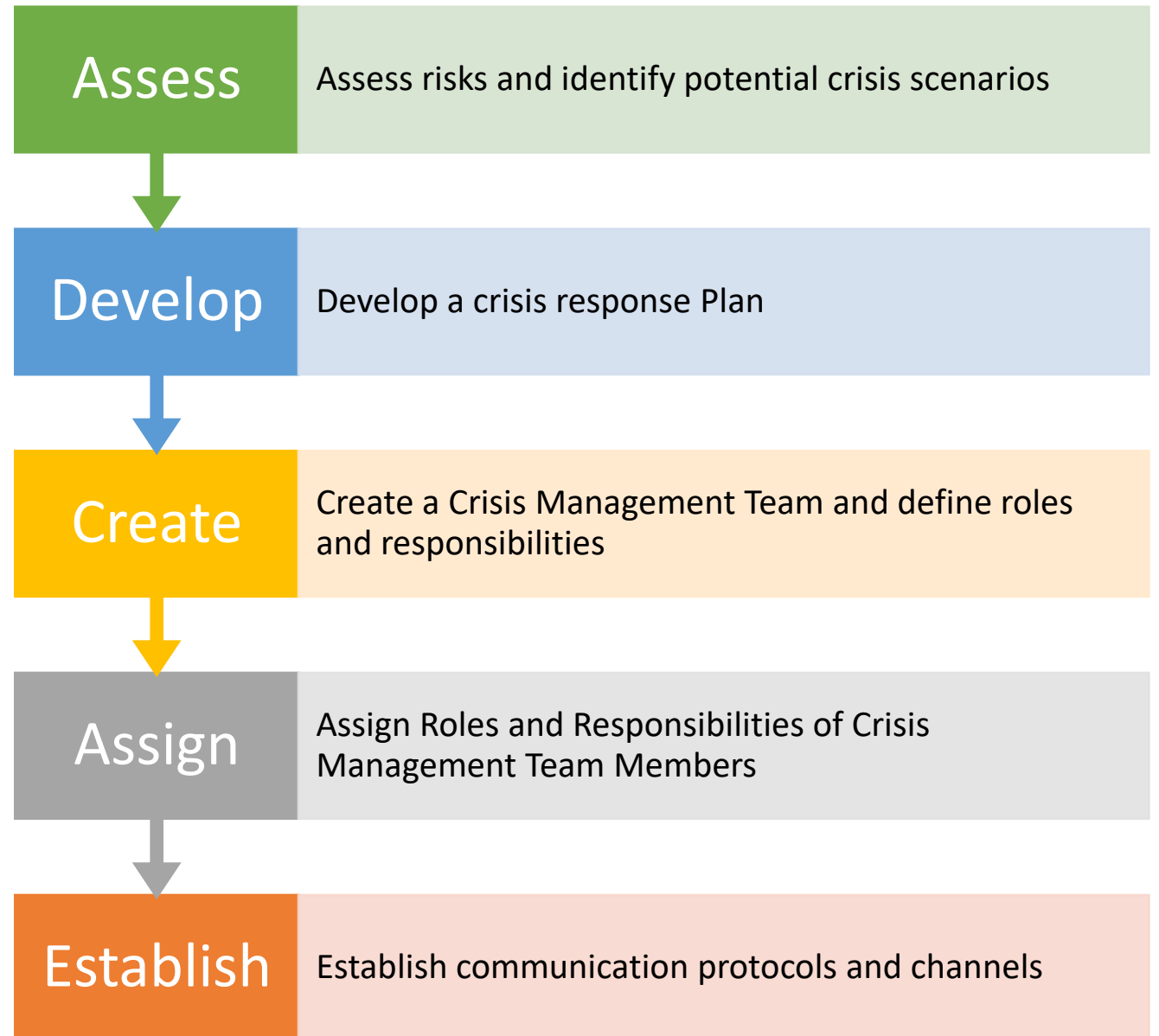
If you're planning  
for a crisis during  
the crisis, it's  
already too late...



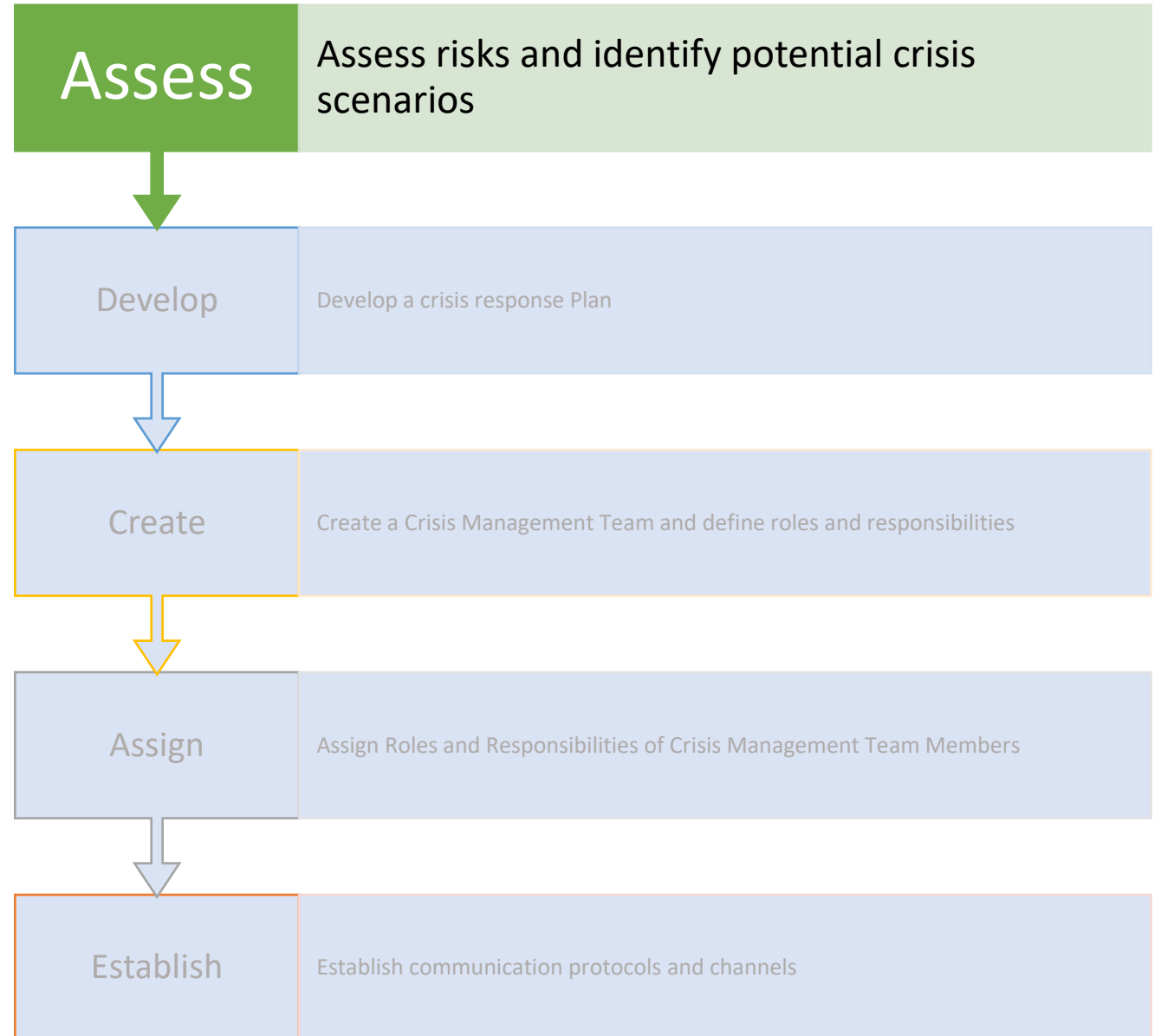
What are the Key pre-crisis activities that'll set your organization up for a successful Crisis Management?



# 5 Key Pre-Crisis Activities:



# 5 Key Pre-Crisis Activities:



# 1. Risk assessment and identification of potential crisis scenarios

---

- Conduct a comprehensive risk assessment to **identify potential risks** and vulnerabilities specific to your organization's operations, industry, and geographical location.
- identify potential crisis scenarios and **determine the likelihood and potential impact** of each scenario. This involves analyzing internal and external factors that could lead to a crisis, such as natural disasters, cyber-attacks, financial instability, or reputational issues.
- Engage relevant **stakeholders** and **subject matter experts** to **assess and prioritize risks** and scenarios based on their **likelihood** of occurrence and potential **impact** on the organization.

- 
- Business continuity planning: Guide participants in **developing robust business continuity plans (BCPs)** to ensure organizational resilience during a crisis. Discuss the key components of a BCP, including risk assessments, impact analyses, recovery strategies, communication protocols, and ongoing plan maintenance.
  - Risk mitigation strategies: Delve into a range of **risk mitigation strategies**, including risk avoidance, risk transfer, risk reduction, and risk acceptance. Provide detailed examples and practical approaches for each strategy, such as implementing safety measures, securing insurance coverage, diversifying suppliers, or developing contingency plans.



Business > Business Strategy > Business Continuity Management

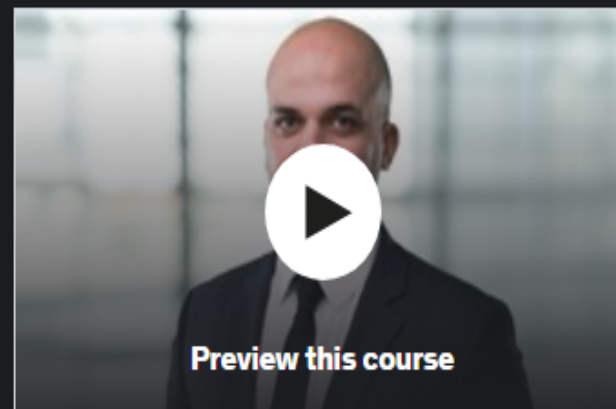
# Business Continuity Management BCMS & ISO 22301 Masterclass

How to plan and prepare for unforeseen business disruption events through an effective, dynamic Business Continuity Plan

4.4 ★★★★★ (637 ratings) 2,367 students

Created by [Eslam Eldakrory](#)

Last updated 12/2022 English English [Auto], Spanish [Auto]



Preview this course

Personal

Teams

## Subscribe to Udemy's top courses

Get this course, plus 8,000+ of our top-rated courses, with Personal Plan. [Learn more](#)

**Try Personal Plan for free**

Starting at CA\$25.83 per month after trial

### What you'll learn

- ✓ Understanding The Fundamentals of Business Continuity Planning
- ✓ Key steps for building a robust and actionable Business Continuity Plan

- 
- Business continuity planning: Guide participants in **developing robust business continuity plans (BCPs)** to ensure organizational resilience during a crisis. Discuss the key components of a BCP, including risk assessments, impact analyses, recovery strategies, communication protocols, and ongoing plan maintenance.
  - Risk mitigation strategies: Delve into a range of **risk mitigation strategies**, including risk avoidance, risk transfer, risk reduction, and risk acceptance. Provide detailed examples and practical approaches for each strategy, such as implementing safety measures, securing insurance coverage, diversifying suppliers, or developing contingency plans.

# Risk mitigation

## Risk acceptance

Acknowledge the existence of a particular risk, and make a deliberate decision to accept it without engaging in special efforts to control it.  
Approval of project or program leaders is required.

## Risk transfer

Reassign organizational accountability, responsibility, and authority to another stakeholder willing to accept the risk.  
**Ex. Insurance, warranty**

## Risk avoidance

is used when the consequences are deemed too high to justify the cost of mitigating the problem or the consequences are beyond the org.  
Risk Appetite.  
**Ex. High risk clients or orgzs.**

## Control/Reduce

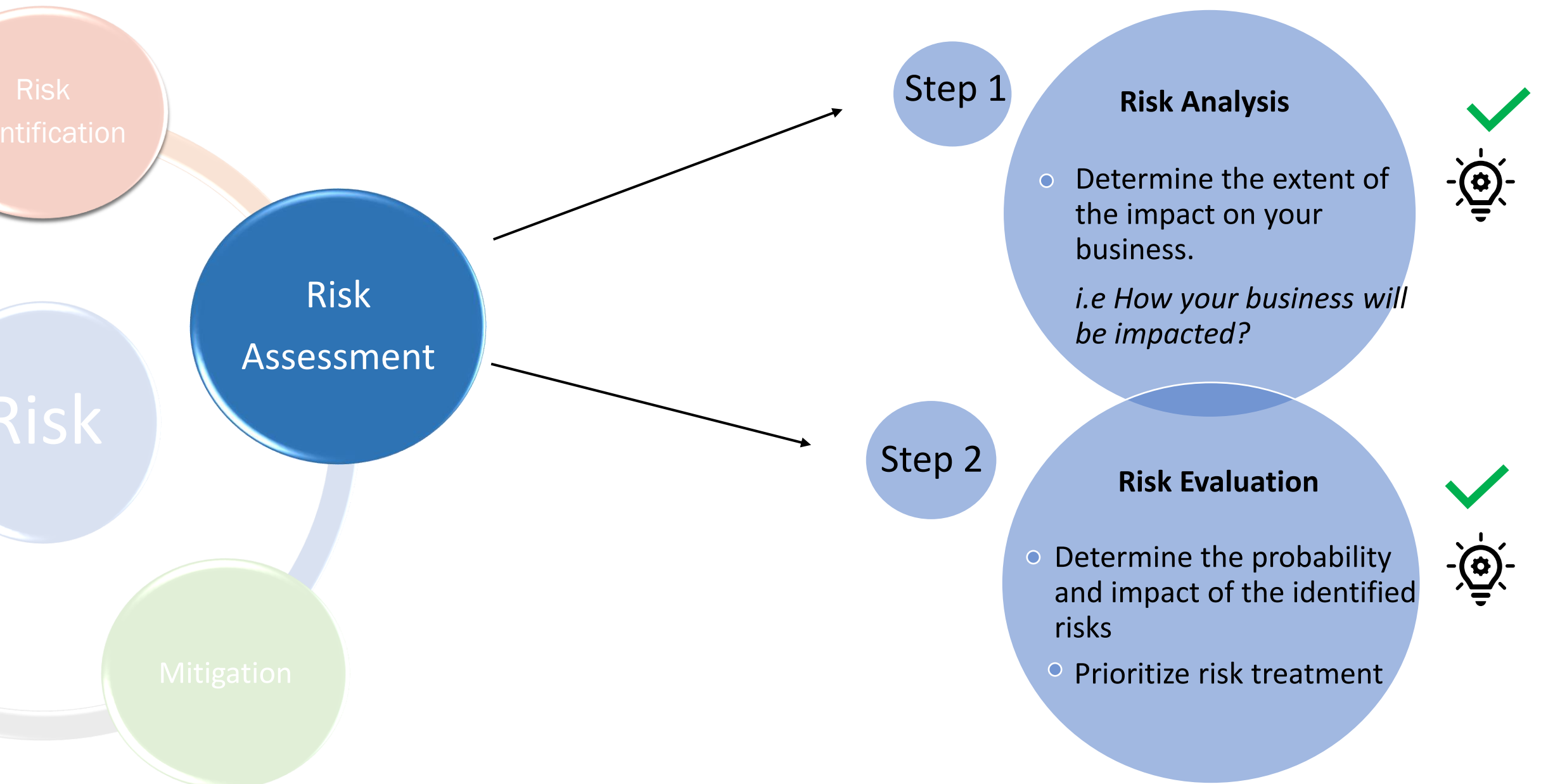
Implement actions to minimize the impact or likelihood of the risk.  
Ex. Firewalls, access cards, reconciliation, verification, DOA, etc

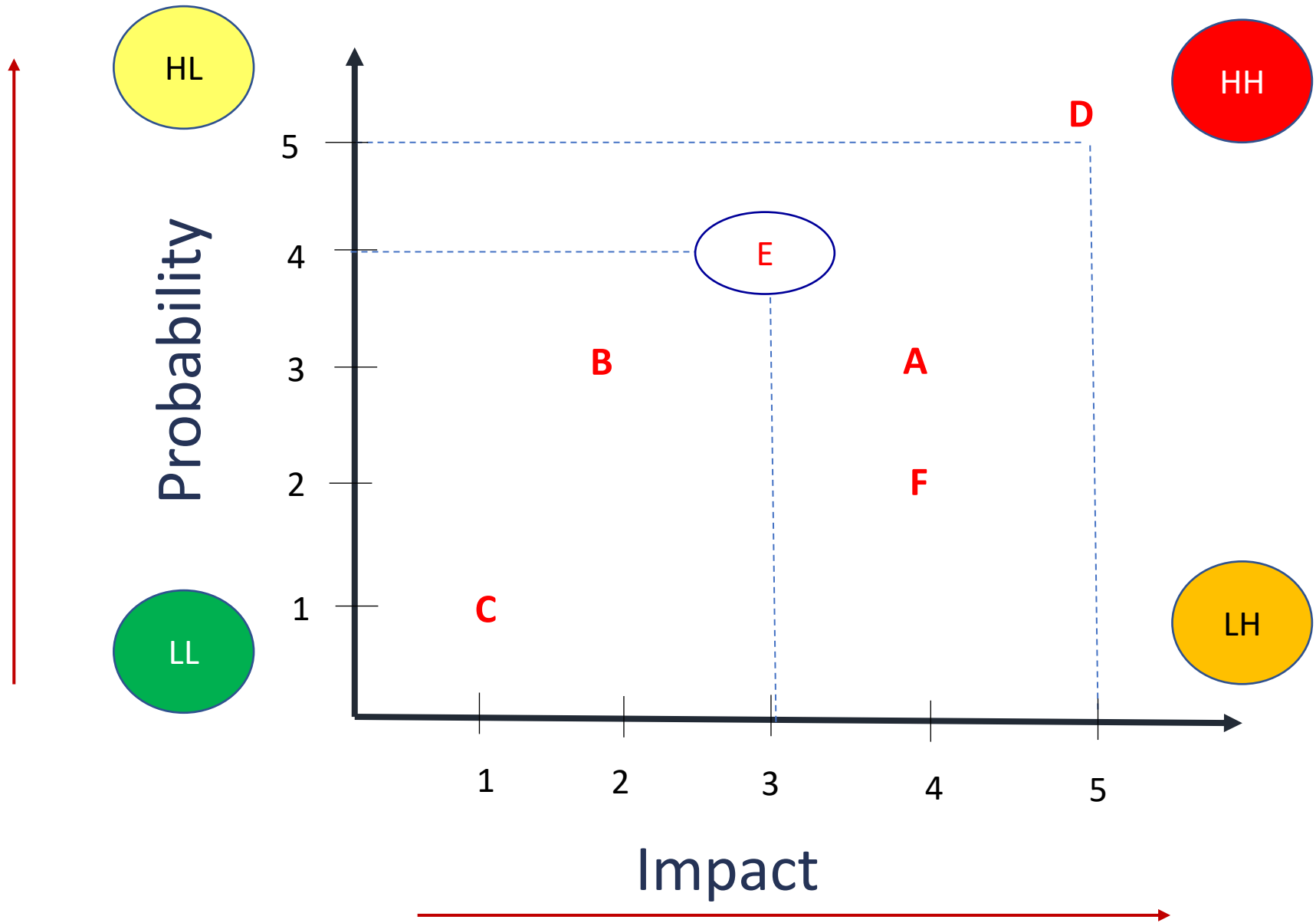
## Share

**Monitor the environment for changes that affect the nature and/or the impact of the risk.**  
**Ex. Re-insurance**

# Risk Management Program







H: High

L: Low

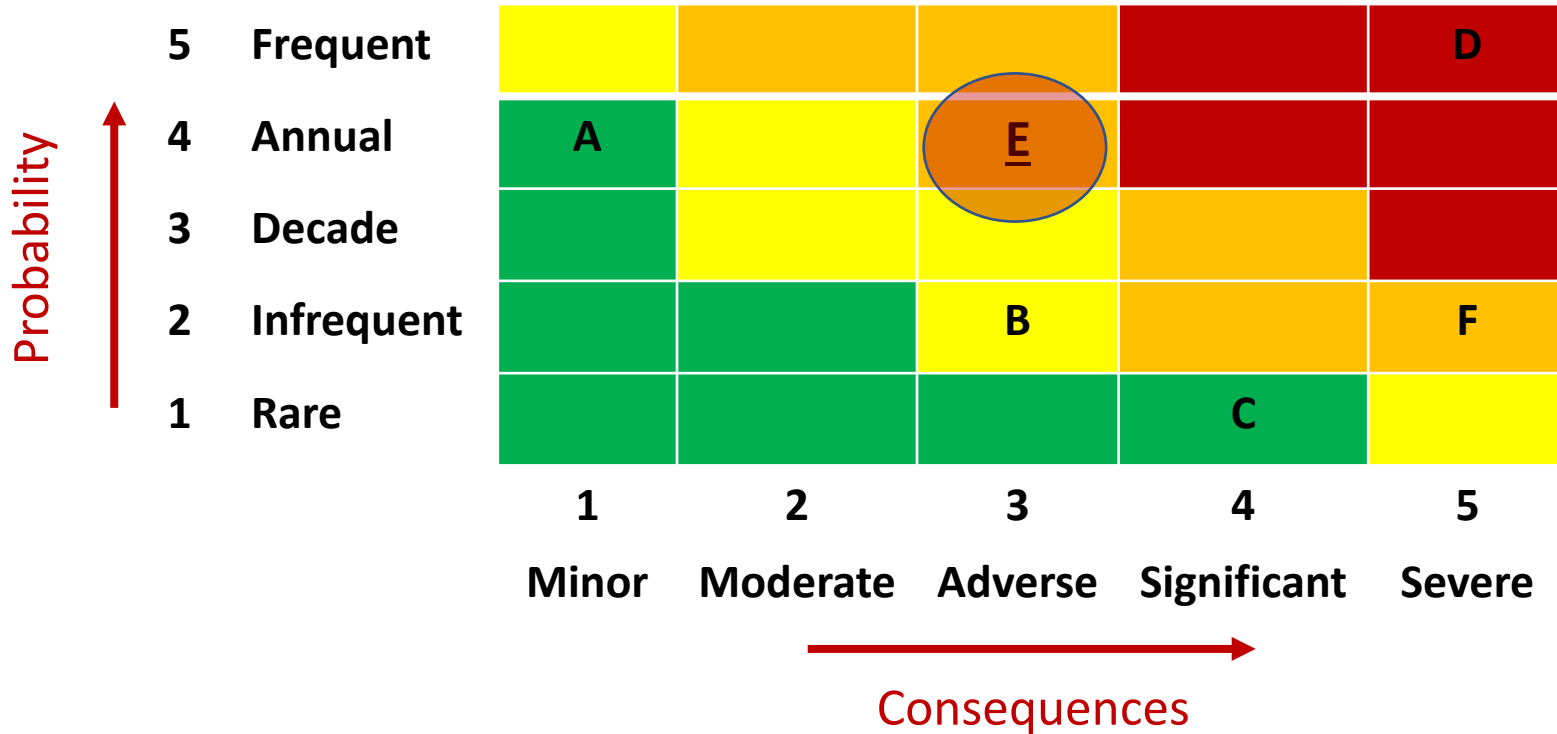
# Example:

Risk Group	Subgroup	Risk description	Impact	Probability	Impact
Information Security Risk	Privacy breach, Data Theft, Cyberattack	Loss/theft of customer sensitive/personal information	Customer Financial Reputational Regulatory Operational	Annual (4)	Adverse (3)

Probability	Description	Score
Rare	Once in > 20 years	1
Infrequent	Once in 10-20 years	2
Decade	At least once every 10 years	3
<b>Annual</b>	<b>Once/Year</b>	<b>4</b>
Frequent	More than once/year	5

Impact	Financial	Non-Financial		
		Customer/Operational	Reputational	Legal/Regulatory
Minor	< \$100K	Risk confined to 1 customer	Minor impact (client complains)	Requires regulatory notification only
Moderate	\$101 - 500M			Minor fine
<b>Adverse (3)</b>	<b>\$ 501 - 1 M</b>	<b>Risk affects a specific group</b>	<b>mass social media spread</b>	<b>Risk can result in substantial regulatory fine</b>
Significant	\$ 1.1 - 3 M			Regulatory breach, substantial fine is inevitable
Severe	\$ 3M	Risk impacts all customers	Global wide-spread scandal	Risk can result in license suspension

# Example (cont'd)



Low	Medium	High	Critical
1-4	5-9	10-15	16-25

Inherent Risk

Risk	Prob.	Impact	Risk Score
A	4	1	4
B	2	3	6
C	1	4	4
D	5	5	25
E	4	3	12
F	2	5	10



Business > Management > Operational Risk Management (ORM)

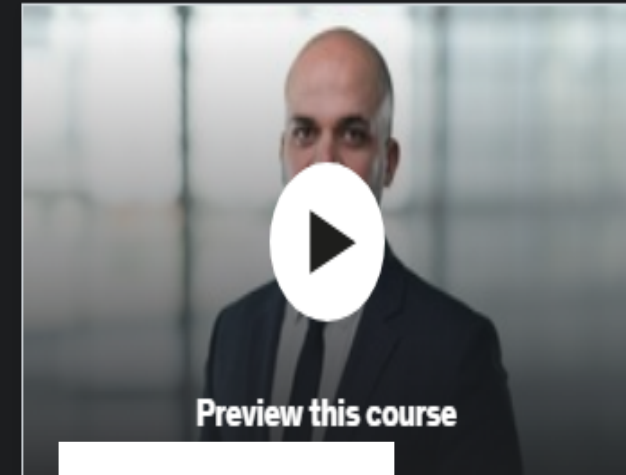
# The best Operational Risk Management Masterclass-from A to Z

All what you need to know and best practices to better Understand, Identify, Assess, Respond and Report on key risks

**Bestseller** 4.7 ★★★★★ (46 ratings) 222 students

Created by [Eslam Eldakrory](#)

Last updated 12/2022 English English [Auto]



Preview this course

~~CA\$69.99~~

Add to cart

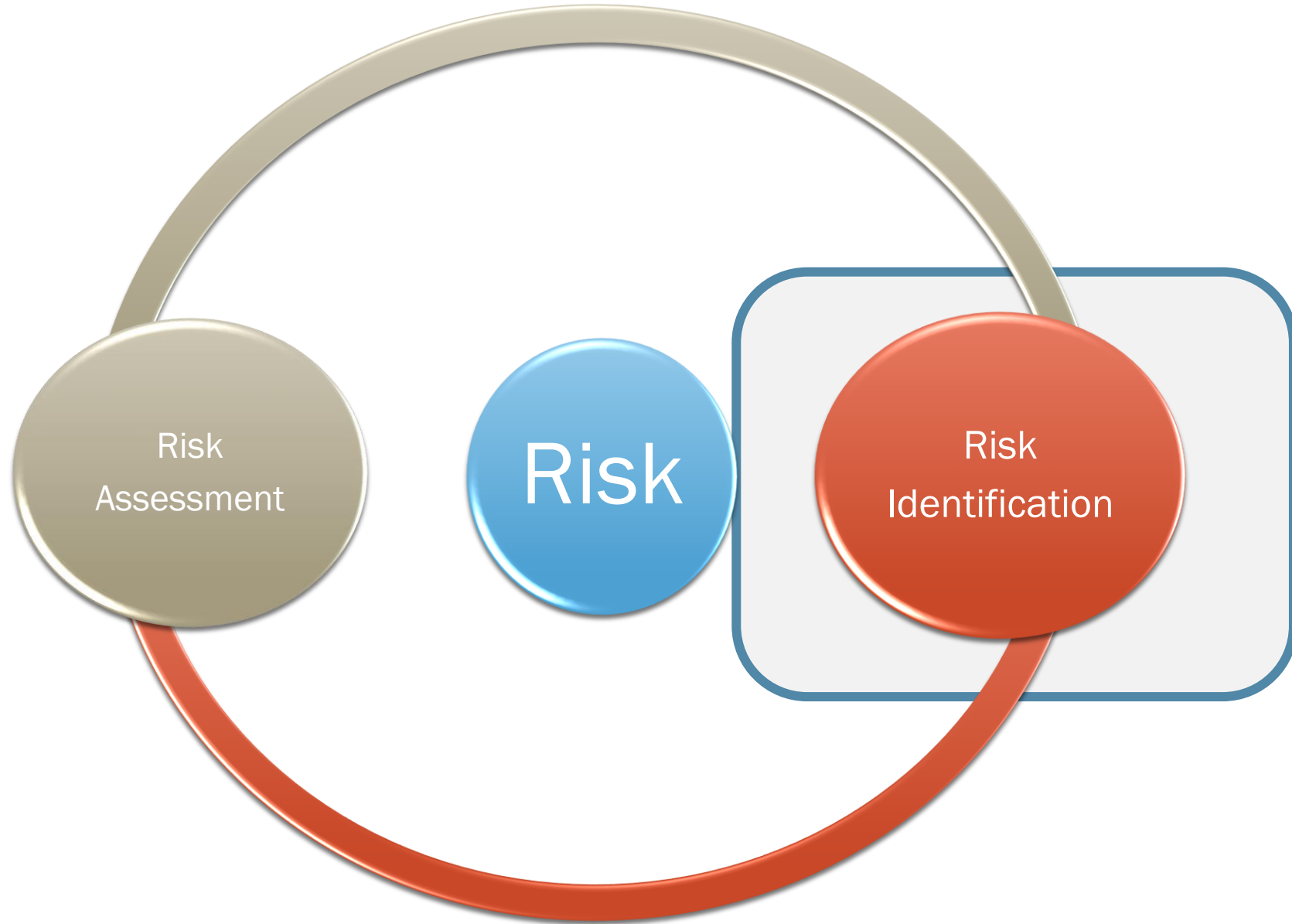


Buy now

30-Day Money-Back Guarantee

## What you'll learn

From Chaos to Calm: The Ultimate Crisis Management Blueprint





# NEXT LECTURE..

## Risk Assessment P2

