



Module 1: Understanding Crisis Management

Module 2: Pre-Crisis activities (Prepare)

Module 3: During-Crisis activities (Respond)

Module 4: Post-Crisis activities (Recover)

Module 5: Case studies

Module 6: Extra materials for your success



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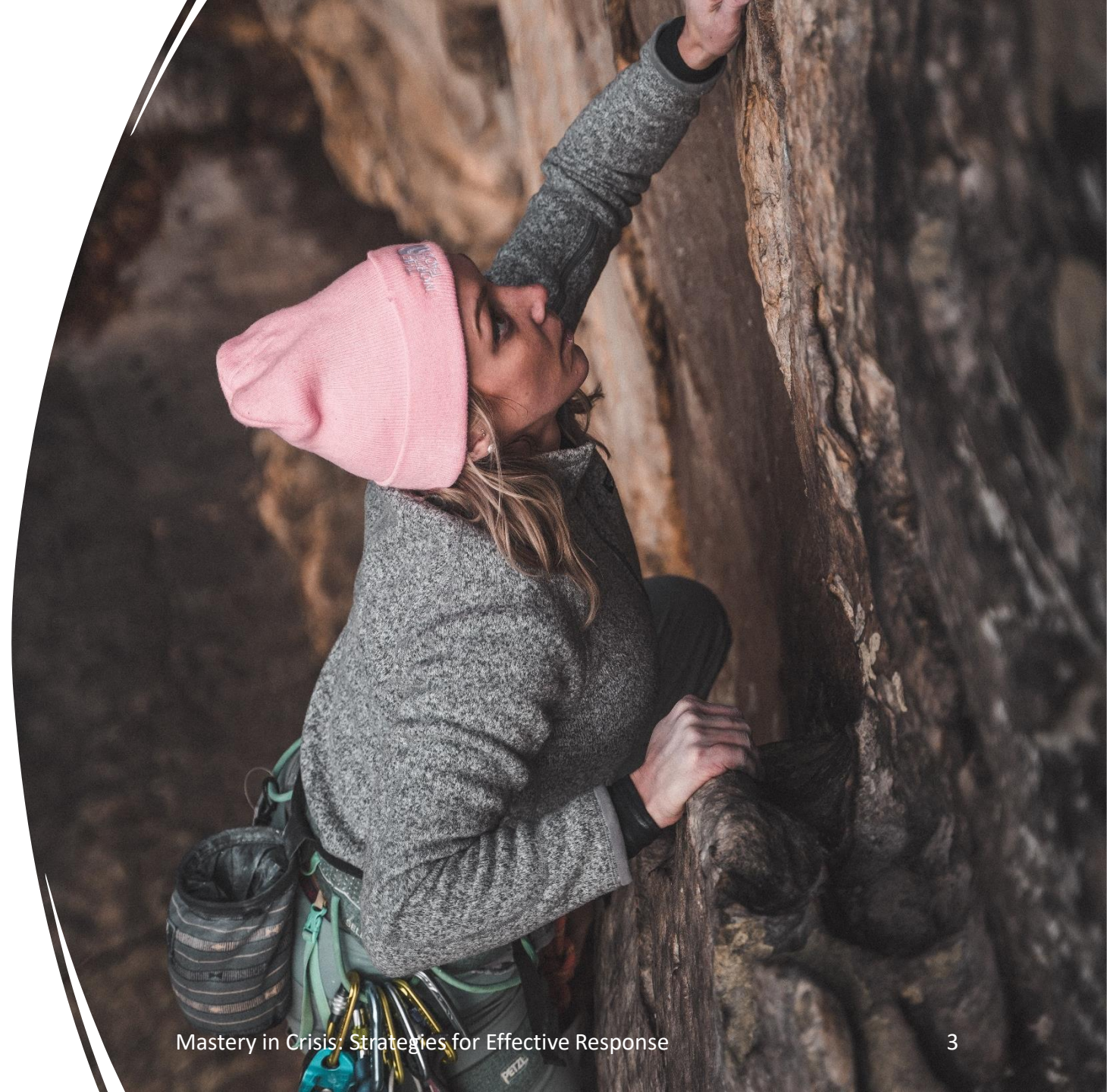
Module 4: Post-Crisis activities (Recover)

Module 5: Case studies

Module 6: Extra materials for your success

Module 1:

Understanding Crisis Management



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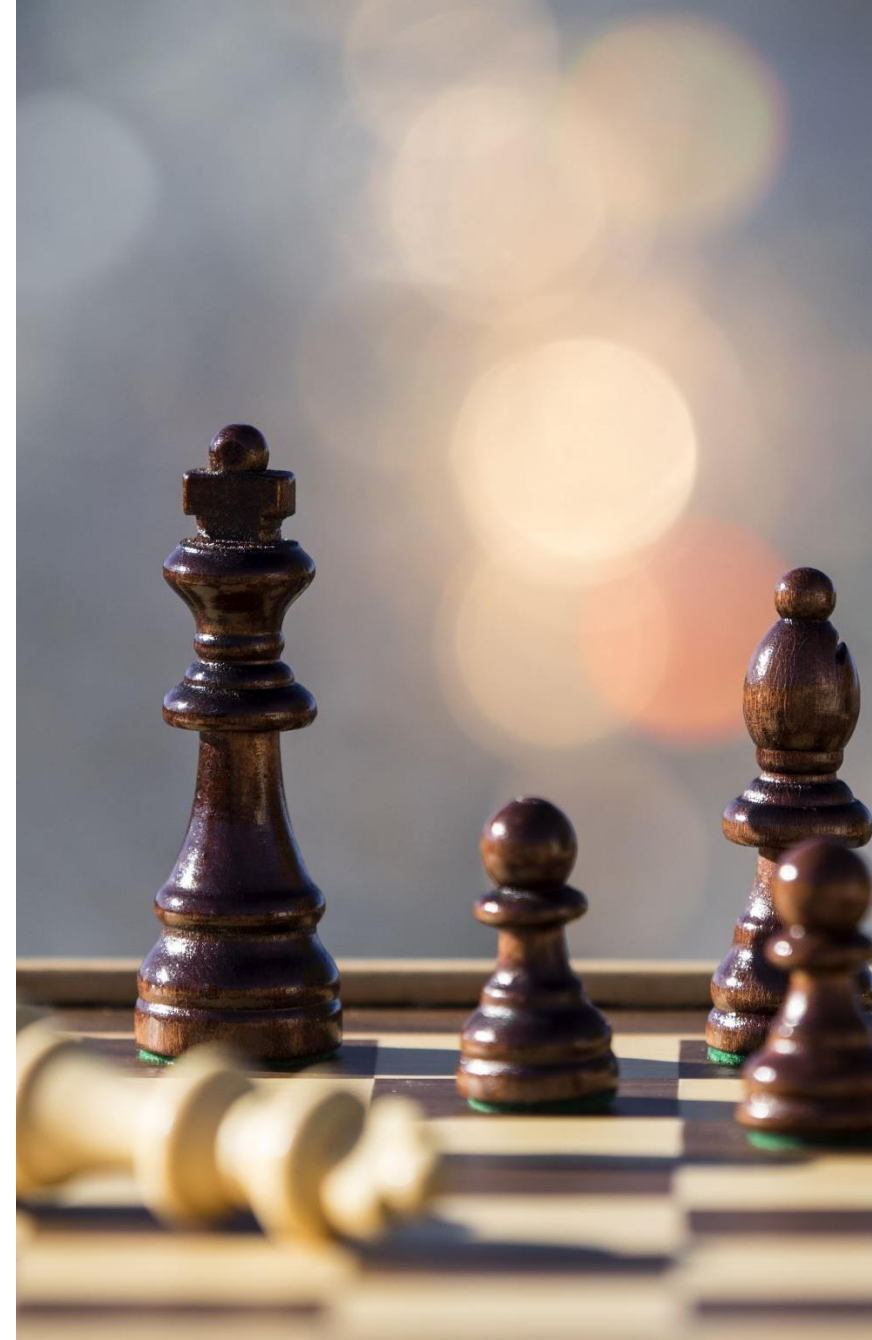
Introduction

Definitions & key terms

Types of Crisis

The importance of a Crisis Management Framework

Crisis Management lifecycle



Introduction to Crisis Management

The background of the slide is a blue-tinted photograph. It shows a close-up of a pen writing a jagged, irregular line on a document. The line starts on the left, rises to a peak, and then falls sharply. The pen is positioned at the top right, with its tip touching the line. The overall scene suggests a process of analysis or decision-making during a crisis.

Navigating Through Turbulent Times

Crisis management is a critical discipline that empowers organizations to navigate through turbulent times and safeguard their operations, reputation, and stakeholders.

In today's unpredictable world, crises can arise from various sources, ranging from natural disasters and technological failures to cyberattacks and public relations challenges.

Why Crisis Management Matters?



Recent Crisis Scenarios: Lessons Learned

1. Natural Disasters:

The devastating hurricanes, earthquakes, and wildfires in recent years have highlighted the importance of **proactive** crisis management. Organizations that were **well-prepared** and had **robust response plans** in place were able to **protect** their employees, **maintain** business continuity, and **support** their communities.

Recent Crisis Scenarios: Lessons Learned

2. Cybersecurity Breaches:

High-profile data breaches and cyberattacks have demonstrated the **significant** financial, operational, and reputational impacts that organizations can face.

Effective crisis management involves **prompt** detection, **containment**, and **mitigation** of cyber incidents, ensuring minimal disruption and safeguarding sensitive information.

Recent Crisis Scenarios: Lessons Learned

3. Public Relations Crises:

From product recalls to damaging social media controversies, organizations face **reputational risks** that can quickly escalate into full-blown crises.

Effective crisis management involves **swift response**, **transparent** communication, and strategic **reputation** management to mitigate the negative impact and restore stakeholder trust.



What did we learn?

- In each of these recent crisis situations, organizations that had a **well-defined** crisis management framework in place were **better equipped** to **respond**, **recover**, and **rebuild**.
- By understanding the importance of crisis management and learning from real-world examples, we can develop the knowledge and skills necessary to thrive in the face of adversity.
- Remember, crisis management is not only about **surviving a crisis**; it's about **leveraging challenges** as opportunities for growth, innovation, and resilience.

*Let's embark on this journey together to master crisis management and shape a brighter future for **your organizations** and **your career**.*



NEXT LECTURE..

Definitions and key terms

