

Crisis Command Excellence & Leadership

LEVEL
3
AWARD

Intended Audience

This programme is ideal for individuals who have crisis management responsibilities but no formal training and are serious about developing their abilities. It supports practicing team leaders seeking to move up to the next level of management, and managers who need to build resilience capabilities and lead people through transformational change.

Benefits for Individuals

- Gain a range of key crisis management skills and put them into practice.
- Build your leadership capabilities – motivate and engage teams, manage relationships confidently.
- Develop your leadership and management skills using your own knowledge, values and motivations.
- Certificated professional development through accredited training.

Benefits for Employers

- Effective and confident first-line crisis managers.
- Enhanced crisis response decision making and leadership.
- Better relationships and communication in teams.
- Proven skills – to get these qualifications, managers will need to show that they can transfer their new skills to your organisation.
- Managers with the tools to develop their own skills and abilities.

Level 3 Course Structure

Guided Learning Time

This program consists of 5 days facilitator led classroom training. An element of pre-course reading will also be suggested. Additional self-study time will be required in order to complete the two assessment assignments.

Assessment Requirements

This programme requires learners to complete two assignments for assessment, each approximately 1200 to 1500 words in length. In addition, practical skills will be assessed through a tabletop exercise run on the view360global platform in which learners will apply their crisis management capabilities to a realistic crisis situation.

Facilitation

Our courses are delivered using qualified and experienced professionals who are also trained learning practitioners. This ensures that learners receive a high quality blended learning experience.

Module 1 - Solving Problems & Making Decisions

- 1 Describe a problem, its nature, scope and impact.
- 2 Gather and interpret information to solve a problem.
- 3 Evaluate options to make a decision.
- 4 Plan, monitor and review the implementation and communication of decisions.
- 5 Gather information, reconcile objectives and make effective decisions using the Joint Decision Model (JDM).

Module 2 - Crisis Preparedness & Planning

- 1 Risk Assessment and Identification. Horizon scanning, analysing the probability and impact of each risk using qualitative and quantitative methods. Prioritisation based on severity and impact.
- 2 Developing Crisis Response Plans. Emergency planning to avoid, mitigate, or transfer the risks.
- 3 Crisis Communication Strategies. Controlling the narrative, the role of the spokesperson, working with social media, evaluating the effectiveness of communication efforts.
- 4 Role of Technology in Crisis Preparedness. Provision of timely and accurate information to decision makers, enhancing communication and coordination, supporting risk assessment and facilitating data collection.
- 5 Legal and Ethical Considerations. Comply with laws of the host country and international community. Accountability, transparency and management of the response. Sensitive information of the stakeholders.

Module 3 - Leadership in Crisis Situations

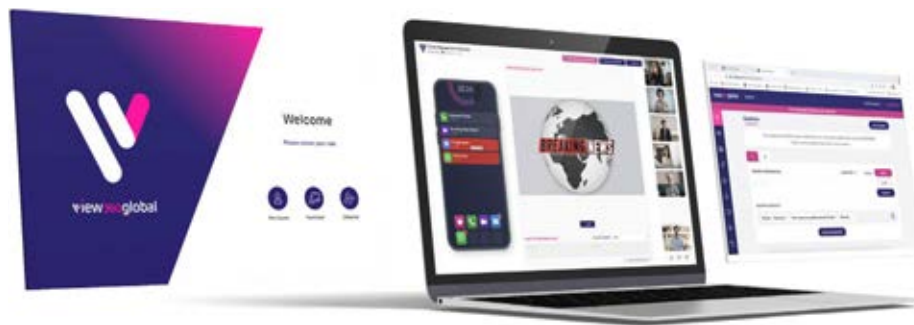
- 1 Leadership Styles and Approaches. Definition of styles and approaches. Analysis of how leadership styles and approaches affect crisis management.
- 2 Decision-Making Under Pressure. Models and frameworks to deal with complex and uncertain scenarios. Evaluating outcomes and consequences of different decisions. Strategies for coping with pressure and stress in crisis situations.
- 3 Team Dynamics and Collaboration. Challenges and benefits of teamwork during a crisis. Strategies for improving team dynamics and collaboration.
- 4 Emotional Intelligence in Crisis Leadership. Definitions and components. Self-evaluation and improvement strategies for different domains. Managing stress and resolving conflicts.
- 5 Case Studies of Effective Crisis Leadership. Key lessons and best practices for effective crisis leadership.

Module 4 - Understanding Crisis Communication

- 1 Effective Communication Strategies. Barriers and challenges to effective communication and overcoming them. Impact of communication styles, personalities and cultural differences on communication outcomes.
- 2 Media Relations and Messaging. Definitions, impact and importance for organisations. Key elements of a successful media strategy. Effective messaging that resonates with target audience.
- 3 Social Media in Crisis Communication. Identify the best practices and strategies for effective social media crisis management. Case studies of successful and unsuccessful social media crisis responses.
- 4 Managing Public Perception. Identifying stakeholders and their main concerns. Communication methods, styles and timings.
- 5 Simulation Exercises: Applying communication skills to selected crisis management scenarios.

Module 5 - Recovery and Learning from Crises

- 1 Post-Crisis Assessment and Evaluation. Identify main actors and stakeholders. Data collection and analysis.
- 2 Continuous Improvement in Crisis Management. Apply continuous improvement techniques to analyse and improve crisis response processes.
- 3 Implementing Lessons Learned. Design and implement effective and ethical post-crisis interventions based on evidence and best practices.
- 4 Building Resilience for Future Crises. Evaluate the outcomes and impacts of post-crisis interventions using relevant indicators and criteria.
- 5 Table Top Exercise. Final consolidation activity.



view360global

Our proprietary class-leading view360global experiential learning environment immerses students into realistic crisis management simulations providing a safe space to put theory into practice. Learners receive mixed media injects closely mirroring how real-life situations would unfold. Decisions and rationale are captured within the platform and can be used to inform in-exercise facilitation as well as for post-exercise evaluation.

The platform can also be used for assessment purposes providing a more realistic method of reviewing knowledge and skills compared to traditional methods. In-built translation features allow multi-lingual engagement. Used in over 40 countries worldwide to date.

Internationally Recognised Accreditation

The ILM is the United Kingdom's leading provider of leadership, coaching and management qualifications and training. The organisation is part of the City & Guilds Group business and operates across 8 global regions: Africa, ASEAN (South East Asia), Caribbean and the Americas, East Asia, India, the Middle East, the Pacific and South Asia. ILM qualifications are regulated by Ofqual for full quality assurance.



Certification

Successful learners will achieve the Level 3 Award in Leadership & Management (QAN 600/5934/5) from the Institute of Leadership & Management (ILM).

Progression

Our next level course "Effective Crisis Leadership: A Tactical and Strategic Approach" offers an opportunity for continuing professional development and includes the ILM Level 4 Award in Leadership and Management (QAN:600/5851/1).



+ 44 (0) 1474 555 507

hello@cognitasglobal.com

www.cognitasglobal.com