

# Crisis Management

*Hone your skills and build a plan, in this AI simulation workshop - before a real crisis happens.*



The most typical response to a crisis is panic and chaos. We never know how we will react, until it happens. What if you could prepare yourself in a realistic, but safe setting?

In this digital age, any employee's emails or social posts can end up in the media. 95% of organisations that suffer a major crisis bear irreparable damage to their brand. A small percentage of organisations actually come out of the crisis with an enhanced reputation. What if that could be you?

Measured, appropriate responses, and skills to deliver them well, are developed in this simulated environment. This pressure-filled, yet safe, live instructor-led workshop prepares you for a nightmare scenario we hope will never happen, yet likely may.



## **Beneficial for anyone who may be in the spotlight when a crisis hits:**

- C-Suite and senior managers who may have to represent your organisation and brand to the world's media.
- Employees who could distribute crisis information in any digital format. or be accessed by media as "easy targets".
- Crisis or PR teams actively involved in preparing your organisation in the event of a crisis.



## **Live Facilitator guides teams of 3 people in virtual, or classroom setting**

- Learn to listen and focus, then build trust with key stakeholders before you attempt to influence them.
- Develop and enhance the ability to make good decisions quickly, even with complex and ambiguous information.
- Learn to utilise the best ways to make your communications efficient and effective, even under pressure.

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