



Sims4Training Crisis Management

Hone your skills and build a plan, in a simulated environment – before a real crisis happens

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The Problem

**“Crisis is the greatest textbook of Leadership”
Ratan Tata**

Organisations too often learn the hard way, when a crisis hits and everyone is on the back-foot. The damage to reputation and brand can be irreparable. Classroom and text book learning can only go so far, in preparing your people for the nightmare scenario we all hope will never happen.

Confidence comes from knowing you have the plan, the tools and the skills that can swing into action the moment the unthinkable happens.



Who Is It For?

- C-Suite and Senior Managers who may have to represent your organisation and brand to the world's media.
- Managers who may be in the front-line when the crisis hits.
- Employees who could be seen as easy targets.



What's It All About?

Typically run over 90 minutes in a single day, this Simulation is played by a team of 3 players who, together, formulate a response to the unfolding crisis in the organisation.

As the time ticks away on each simulated day, they have a window of opportunity to listen, build trust and respond appropriately to a variety of stakeholders, inside and outside the organisation. They'll use social media, press conferences, video conferences and email, as they make fast-paced decisions against a back-drop of internal pressure and a falling share price.



Why Attend?

- Research shows only 5% of organisations fully bounce back from a major crisis in the mid to long term.
- Poor handling of a crisis leads to major brand / reputational damage.
- Social media and smart phones mean you can no longer guarantee to 'manage the message', any employee can be on the front pages.
- A well-handled crisis can actually enhance your brand / reputation.
- As the saying goes –“in theory, theory and practice are the same and in practice they're not”
- Panic, or impulsive responses, often lead people to say (and do) inappropriate things. By putting them under real pressure in a safe, simulated environment, they can develop more measured and appropriate responses when a real crisis hits.
- The Simulation, tools and techniques are based on high quality academic research and state of the art teaching by leading authorities (Witold Henisz, Wharton Business School; Daniel Diermeier, Kellogg School of Management; Stephen Carver, Cranfield School of Management.)



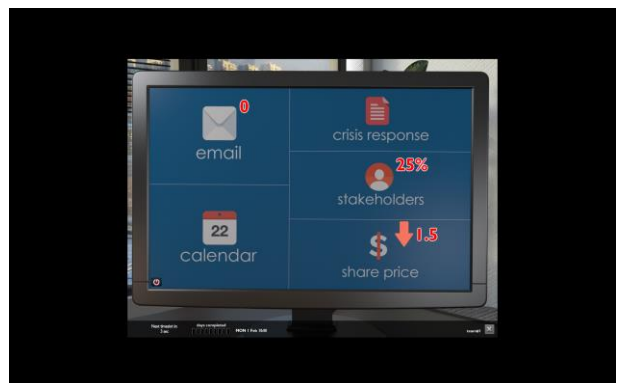
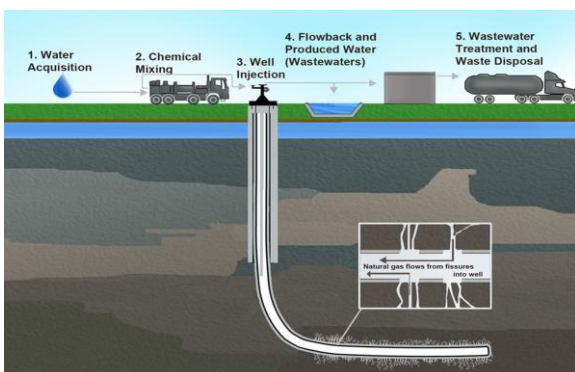
What do I need to run this?

- 5 laptops (for 15 delegates) with internet connection, a mouse and speakers.
- A room with a projector, a screen and internet connection for the Facilitator.
- Also can be run in a Virtual Classroom.

When would be the right time to do this?

Crisis Management will suit:

- Management teams who want to be prepared for the unexpected.
- Experienced employees who are looking to develop managerial skills.
- Leaders who want a quick refresher and to see how their skills measure up to industry norms.



In-Company Training

- Based on 15 delegates in 3 teams of 5 people
- Includes licences and trainer for a 1 day workshop

£230 + VAT per delegate



Trainer Accreditation

- One off fee of **£1950** +VAT
- Then purchase licences to run your own events and workshops

£150 + VAT per delegate

