



CMC 5000:
**Crisis Management &
Communication Professional**



*Self-Study Course Book
eLearning, &
3-day Instructor led*

**Crisis Management & Communication
Professional Development Program**

Resilience.
Education.
Credentialing.



The International Consortium
For Organizational Resilience

Crisis Management & Communication Professional



Audience: Ideal for management responsible for leading their organization during a crisis, public sector personnel, professional communicators, and those in public affairs or public relations.

Description: Understanding the elements of crisis management and communications is crucial to adapting and responding appropriately when faced with managing an incident. The Crisis Management and Communications professional course teaches useful strategies and techniques for analyzing situations and making difficult decisions with limited time, information, and resources while managing an incident and leading teams.

It is important that any enterprise have an understanding of Crisis Management since it poses the greatest threat to an organization's survival. That can only be achieved by adopting a management philosophy that includes prevention of potential crises, mitigation of those that do occur, and recovery and restoration in the wake of a crisis.

The importance of effective crisis communications cannot be underestimated. Both internal and external messages need to be drafted as well as the spokespersons trained. Who speaks to the media? What do they say? Planning for crisis communications ensures that your organization is in control of what the public and stakeholders hear in order to protect its reputation. The course includes multi-media, sample policies, and templates.

8 Lessons / Competency Areas

1. The Discipline of Crisis Management

- A. The discipline of crisis management
- B. Defining a crisis for your organization
- C. Characteristics of a crisis and crisis scenarios
- D. Principles of crisis management

2. Understanding the Impact of Damage to Reputation

- A. The Importance of Reputation
- B. Identifying potential causes of reputation damage
- C. Mitigating reputation risk
- D. Rebuilding damage to reputation

3. Developing a Crisis Management Capability

- A. Crisis management framework
- B. How structure & design impact response
- C. How culture impacts your crisis management capability
- D. Crisis management & competence

4. The Crisis Management Process

- A. Crisis readiness
- B. Techniques for forecasting change
- C. Problem identification & managing emerging issues
- D. Crisis response

5. Managing Crisis Communications

- A. The role of crisis communications
- B. Crisis communication principles
- C. Crisis communication strategies
- D. Managing stakeholder communications

6. The Crisis Management & Communication Plan

- A. Essential policies & documentation
- B. Managing information during a crisis
- C. Transitioning from response to recovery
- D. Common plan content—procedures

7. Crisis Leadership & Decision-Making

- A. Crisis management leadership skills
- B. Crisis leadership model
- C. Strategies for leading through a crisis
- D. Decision-making in a crisis

8. Teams & Their Role in Managing a Crisis

- A. The crisis management team
- B. Crisis management team structure & roles
- C. Resource management
- D. Managing team conflict & stress

Credentials

Successful completion of the 8 course series and passing the examination results in the ICOR credential entitled, "Crisis Management & Communication Professional" (CMCP). Certificates of learning are issued upon completion of the essay for each competency area. The certification exam is comprised of 8 short-answer problem solving questions. To earn the certification requires a score of 75% or higher in each competency area. 2.1 CEUs

Is Your Organization's Reputation at Risk?

Crisis Management & Communication Professional

Recognized globally for its vendor-neutral, standards-based education programs, ICOR's certification competency areas align to specific jobs or job areas in the crisis management & communication workplace.

ICOR courses meet your learning style. Learn from an instructor or on your own via elearning or self-study course books. Interactive activity-based curriculum.



Build-Resilience.org | TheICOR.org
info@theicor.org | +1630.705.0910 Int'l
1.866.765.8321 Toll Free North America