

# Crisis Prevention, Management and Communication

# Rotman

#1 Canada's leading  
Executive Education provider  
in Open Enrolment Programs  
THE FINANCIAL TIMES 2018

Lead your organization through a crisis with confidence  
and learn how to prevent future crises.

## Daily Schedule

### Monday

- The Origin of Crises
- Crisis Communication

### Tuesday

- Decision Biases
- Wicked Problems
- Designing Resilient Systems

### Wednesday

- Organizational Boundaries
- Managing the Unexpected
- From Crisis Management to Crisis Leadership

### Thursday

- Simulation

### Friday

- Crisis Communication

## Risk management through planning.

Every organization is vulnerable to crises which can be a risk to reputation and market share - both of which take years to build. The more complex your systems are the more likely a crisis will impact your systems and projects in unforeseen ways. Fortunately, you can learn to recognize the unexpected connections present in your projects that may lead to possible crises, uncover specific potential failures, and devise strategies to prevent them.

## Lead in turbulent times.

Most teams aren't equipped to handle the unexpected. With stress and under time pressure, it's difficult to stay calm, diagnose a problem, and come up with solutions. This five-day intensive program will help you move from crisis management to crisis leadership. You will emerge more effective, thoughtful, and resilient, and with a skill set that can provide you with a strategic advantage over less well-prepared competitors.

## Take your crisis communication skills to the next level.

During a crisis, internal communication plays a key role. However, many people who end up in leadership have never had training for communicating in a crisis

situation on the big stage. This program will help you develop an effective crisis communication style, response and presence that inspires trust internally and externally. Inspire trust, rebuild employee confidence and morale, and manage stakeholders, customers and the media during a critical moment.

Our expert faculty will guide you through everything you need to know so you can leave the program confident in your new skills. You will be able to better run meetings, get ahead of risks, and recognize the danger of big failures before they happen.

## Who should attend.

This program is designed for executives and senior managers, especially those whose roles include potential risk or are public-facing.

## We're here to help.

Contact our learning advisors at [advisor@rotman.utoronto.ca](mailto:advisor@rotman.utoronto.ca) or 416.978.8815 for more information.

## A 5-day intensive program

### Location:

Rotman School of Management,  
Toronto, Ontario, Canada

## Questions?

Contact our learning advisor at 416.978.8815 or [advisor@rotman.utoronto.ca](mailto:advisor@rotman.utoronto.ca)

## Address:

Executive Programs  
Rotman School of Management  
149 College Street  
Toronto, Ontario M5T 1P5



Apply Online: [www.rotmanexecutive.com](http://www.rotmanexecutive.com)