

Crisis Prevention, Management and Communication

Rotman

#1 Canada's leading Executive Education provider in Open Enrolment Programs
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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 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

Address:

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Apply Online: www.rotmanexecutive.com