



# The Institute of Crisis and Risk Management 商業風險評估專業協會

## Certified Risk Planner (CRP) 核准風險評估策劃師



### INTRODUCTION

*“It Ranked as one of the best Executive Management Educations provided by Management survey”*

*TAKE new challenges and EXPLORE new opportunities to advance your career in future.*

In the globalizations environment, especially the highly competitive and turbulent business world, any unrecognized, and unplanned for an unmitigated risk/crisis could probably sink a business, a company, or even a career. To survive, grow and expand in business, executives and professionals must understand what risks they face, how a crisis they manage, and what the most effective strategies they choose to deal with the critical situations.

The **Certified Risk Planner (CRP)** programme of **The Institute of Crisis and Risk Management (ICRM)** is the most practical, comprehensive, and professional certification programme emphasizing both the theory and practice of business risk and crisis management. The course is designed to assist the directors, executives, managers, professionals, and practitioners in learning how to manage and control the critical situations especially during, before, and after the crisis. The course provides a strong foundation of knowledge, principles and skills in risk management that will help participants’ structure their way of problem solving, decision making and enhancing their strategic planning, leadership capabilities, and management of change.

### KEY BENEFITS:

- ✚ **ACQUIRE** valuable knowledge and practical advice from the facilitators on how to identify and manage threats, risks, crises in organizations;
- ✚ **ANALYSE** the new business challenges and explore the potential opportunities;
- ✚ **EVALUATE** the risk assessment and emergency response in the global environment to penetrate the rapidly expanding markets;
- ✚ **IMPLEMENT** effective integrated CRM strategies to protect companies from unforeseen threats, risks, and unexpected crises; and



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- ✚ **NETWORK** with highly respected facilitators and knowledgeable participants from different companies and professions.

### CONTENTS OF PROFESSIONAL PROGRAMME

Participants are required to take the following six (6) modules:

#### CRP - Corporate Asset Management

This module introduces the key concepts, principles, and benefits from an applied business emergency, contingency, and continuity plan, no matter how small or large in any business. Participants learn how to identify different kinds of hazards or risks that affect the critical functions and business activities, to manage the risks that may threaten their business, and to respond effectively. It also includes the special topics from the operational issues to the strategic side, as well as the organization, legal, ethical, and regulatory issues affecting risk planners, and time value of money concepts are covered.



#### *Contents:*

- Understand what assets to protect in organizations
- Assess critical impact and mitigation efforts
- Engage in dynamic group interactions in a management level activity
- integrate the key matrix for organizations
- Design disaster resiliency into the business plan

#### CRP- Enterprise Operational Risk Management

This course is designed to introduce participants to enterprise risk management, with particular to the fields of risk identification, assessment and analysis, implementation and



solutions. The current operating environment is demanding a more integrated risk management approach because organizations are faced with many different types of risk (e.g., policy, program, operational, processes, project, financial, human resources, technological, health, safety, political). Risks that present themselves on a number of fronts as well as high level, high -impact risks demand a coordinated, systematic and immediate corporate response. With newly developed models, participants can analyze



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case studies relevant to risk assessment and gain insight regarding related business problems, issues, and risks.

### ***Contents:***

- Understand the risk management framework and profile
- Align risk appetite and strategy
- Practice of risk methodologies
- Estimate the calculated risks and seize opportunities
- Balance risk response decisions
- Develop business risk management measurement

### **CRP- Six Sigma Approach to Risk and Crisis Planning**

This course will be your primer to making a Six Sigma ( $6\sigma$ ) journey easier to accomplish. The key focus is to present a quality management framework that can help remove impediments and improve implementation of these management initiatives.



Participants will practice the suggested tools, such as process improvement programmes, root cause, and mode of failure in and improve the business process and business operations. No matter where participants are on the Six Sigma learning curve, they should benefit immensely through your participation in this course, especially the integrated model.

### ***Contents:***

- Understand the key concept, and tools of 6Q
- Measure the true performance of the process improvement effort while Quantifying continuous improvement
- Sustain the critical success factors in organizations and industries
- Integrate the 6Q into the business risk and crisis management planning
- Leverage the lesson learnt with systems thinking and best practices



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### CRP-M4 - Strategic Crisis Management

Crisis Management is vital to a total risk management plan, especially in participants' work with high-net-worth clients and customers.

This course introduces participants to the process of developing a crisis management plan, crisis response team, crisis operating command center, crisis communication, and management audit. Topics include the crisis leadership and organizational change, techniques and methods that protect, reduce and minimize the human injury and damage to the organization, and more.



#### *Contents:*

- Conduct the organizational analysis
- Formulate a crisis management plan
- Review organizational structure and functional responsibilities
- Define the strategic, and tactical management approach
- Demonstrate the crisis leadership
- Drive the organizational change

### CRP- Financial Management in Corporate Decision Making

The course is specially designed as a key corporate finance in the decision-making course for management. Undoubtedly, a company's financial activities profoundly affect its profitability, especially in the poor economic situation with a high unemployment rate. To strengthen participants' knowledge in making effective financial decisions in corporations, this programme provides participants with the basic concepts and analytical tools of financing and investing decisions. Participants are also introduced to some of the challenging issues facing management in today's global business and finance landscape.



#### *Contents:*

- Provide knowledge and skills to equip participants' for a career in a diverse range of business organizations or professions
- Develop critical and analytical abilities in relation to financial decision making
- Identify the corporate investment issues
- Reduce the business and financial risks



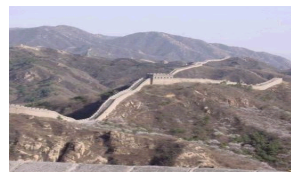
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- □ Integrate the management and business decision models

### **CRP - Business Ethics, Professional Code of Standards and Corporate Social Responsibility (Compulsory)**

This course takes an interdisciplinary approach to ethics in business and focuses on ethical leadership, ethical decision-making, social responsibility, professional code of conduct and corporate governance. Participants will actively study ethical theory by carrying out exercises to help them build theory-based tools for encountering ethical problems in business practice.



They will also work with tailor-made cases in business ethics designed to give them practice in developing skills of ethical leadership, ethical decision-making, uncompromising integrity, and carrying out socio-technical analyses to respond to issues of social responsibility.

#### ***Contents:***

- □ Develop the best-in-class business ethics,
- □ Implement the business ethics in organizations internally and externally
- □ Maintain the professional code of conduct and standards
- □ Lead management approach to social responsibility and corporate citizenship
- □ Use the practical cases for assessment and analysis

#### ***Books / Training Materials:***

Required reference or textbook book(s): will be recommended in class.

Supplement of English training notes will be given to all participants. Free of charge

### **PRACTICAL COURSE ASSESSMENT**

At the end of the programme, there will be two (2) written assignments (the mini project - work based learning assignments) for assessment. The mini-projects require participants to demonstrate knowledge in the principles of risk and crisis management and their ability to apply the knowledge in a practical situation.

Students who obtained an unsatisfactory result in any single part of the assessment process may be permitted to re-take that part for one more time on a payment of a reassessment fee directly to ICRM. Assessment for the relevant modules will be conducted at the end of the course or as specified by ICRM.





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### EARNING AND RETAINING THE ‘CRP’

The “**CRP**” designation is awarded to those participants who attend all six (6) training modules and pass the assessment on two (2) mini projects. The professional designation examination includes a number of short essay writing and multiple choices to reinforce the learning accomplished during each training module, to reflect the needs of the individual unit, and to meet the standards of professionalism. Short questions and multiple choices are drawn directly from the materials printed in the module and the binders provided in each module.

On completion of six (6) modules successfully, participants will award a professional certificate and/or professional designation of “**CRP**” 核准風險評估策劃師 issued by the ICRM.

### SMALL CLASS SIZES

The number of participants is strictly limited to ensure that the course will be tailored to suit participants’ precise and business needs. Thus, the spaces on this course are allocated on a first-come-first served basis. Participants are therefore strongly advised to enroll early to secure their place to avoid disappointment.

### TRAINING FACILITATORS

The core team of facilitators, trainers, business executives, professionals, scholars, experts, or independent consultants, guest speakers with a vast array of experience with multinational or national will teach the course. They are pleased to lecture on the module(s) and share participants with their valuable expertise and practical experiences in the past situations.

### PAYMENT

If a module/class payment is not received on the scheduled due date, your registration will be subject to cancellation. In addition, a late fee and administration fee will be assessed for all registrations past the scheduled due date for payment.



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### ENQUIRIES

Contact us now via [info@icrmasia.com](mailto:info@icrmasia.com) and enroll to ICRM popular Certified Risk Planner. Almost 1500 professionals and management executives have benefited from ICRM's acclaimed programme in Asia Pacific Region, and we look forward to welcoming you, your colleagues, and friends in 2008!

**Visit the website: [www.icrmasia.com](http://www.icrmasia.com)  
for forthcoming courses, enrolment form and details of the course.**

**Contact:**

Tel (852) 35210798

Fax (852) 36905302

Address: 2, 20/F., Tower A, New Trade Plaza, 6 On Ping St., Shatin, Hong Kong

The ICRM reserves the right to cancel or postpone its programs in the event of insufficient registration, instructor or facilitator illness, severe weather, or unforeseen circumstances. In the event of programme cancellation, registrants will be notified immediately and all fees will be *returned in full*.

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