

Executive Crisis and Risk Management Workshop for Health Care Professional

INTRODUCTION

When dealing with a crisis have a good plan today and a better plan tomorrow!

It is a proven fact that when a crisis occurs in the work places it takes days and sometimes weeks for organisations to get back on track! These long delays can have a drastic effect on every area of your organization; affecting your organisation's ability to operate. Today organisations and employees, and families are facing ever-changing challenges related to their corporate and personal safety and security. From 911 to SARs in the work place... How prepared is your organization to function when a crisis occurs? How prepared are your employees?

Now is the time to learn the successful, pro-active skills necessary to face and overcome your next crisis.

Our training provides an easy to understand process to assist in solving the problems faced during and after a crisis. Participants will walk away with the mental and physical ability to effectively communicate and function during a crisis. Our courses follow a simple *form and function process*, making it easy for the participants to understand and immediately apply the skills they learn! Thereby allowing your Crisis Management Team to utilize your organizations employees and resources effectively during and after a crisis occurs!

OBJECTIVES

At the end of this workshop participants should be able to:

- Enhance safety and security in the workplace;
- Apply the risk management and sigma approach into the practical situations for threat/risk prevention;
- How crisis management fundamentals can apply to various types of work environments and crisis;

- Learn that Crisis Team Training can be instrumental in preventing some types of crisis from occurring within organizations;
- Building your Crisis Team Management Team;
- Understanding the range of crisis management approaches and tools available to leaders;
- Form and function processes that can be used everyday in your company, giving your employees the edge when dealing with a crisis;
- Exploring and considering different models of decision-making and assessing which are best suited to resolving crises in different settings and contexts;
- Use public relations as an offensive as well as a defensive situation;
- Practical training principles that can help you stay focused and allow you to function more effectively during a crisis;
- Motivate employees to act and react in a crisis; and
- Successfully defend the organization.

Who Should Attend

This workshop is specially tailor-made and appropriate for hospital executives, professional healthcare practitioners and mission program staff whose positions require them to organize and lead responses to stressful and changing circumstances; to coordinate their efforts with other government, international, one country two systems, private and non-governmental organizations; and to protect or promote the public interest in adversarial situations.

Medium of Instruction

Chinese (Cantonese) with course materials in English

Course Duration

Agreed duration – 12 hours

Date: To be confirmed*

Time: To be confirmed*

*dates and time can be changed to suit your needs

Expected No. of Course Participants

25 persons or more

Venue

To be confirmed

Materials:

Handouts provided. (Copyrights are protected by ICRM.)

Standard Programme Fee

HK\$5000.00 per person

Enrolment

Send completed enrolment form together with course fees (cheque payable to “The Institute of Crisis & Risk Management”) to The Institute of Crisis & Risk Management at “Unit 2002, 20/F., Tower A, New Trade Plaza, 6 On Ping Street, Shatin, N.T., Hong Kong.”

Award of Certificate

Participants who have successfully completed the programme will be awarded the “***Certificate of Completion in Executive Crisis and Risk Management Workshop for Healthcare Professionals***” by The Institute of Crisis and Risk Management.

This training program is endorsed by the Institute of Crisis and Risk Management (ICRM). Participants will be eligible for applying the Professional Membership of “Certified Risk Planner (CRP) of the ICRM upon passing the CRP examination, and pay the fee at HK\$2400 including HK\$800 examination fee, HK\$1200 assessment fee, and annual membership fee HK\$400.

Contents

1 Crisis Management

1.1 Introduction to crisis management models

1.2 Formulating a crisis management plan in Hospital

1.3 Reviewing the organizational structure and functional responsibilities

1.4 Developing the crisis response center

1.5 Performing a crisis management audit

1.6 Case Study: Cleaning Services Company during SARs

Research Study: The Kobe Earthquake

2 Risk Management

2.1 Types of business risks

2.2 Integrating the risk management strategies into business models

2.3 Managing the specific risks in core businesses for performance excellence

2.4 Activity-based Risk & Cost Model

2.5 Implementing risk management audit and balanced scorecard

2.6 Case study: Supply Chain Continuity

3 Six Sigma Approach to CRM

3.1 Six Principles of Strategic Management of Services Excellence

3.2 Six Sigma: Core Leadership Principles: Process Focus

3.3 Six Sigma: Core Leadership Principles: Preventive Based

3.4 Process Models for Continuous Improvement Projects
Quality Circles' PDCA/SDCA Cycle

3.5 Tools – FMEA / RCEA

4 Safety and Security Management in a hospital / health care setting

4.1 Casues of accident

4.3 Accident prevention strategy

4.4 ISO14001

4.5 Safe system at work

4.6 Security methodology for hospital

4.7 Security interactions with patients and visitors

4.7 Records and reports in Hospital

4.8 Access controls at critical areas

Case Study: Negligent failure to plan (Self Study)

5 Managing Public Relations during Crisis

(External Communication)

5.1 Internal Crisis communication

5.2 External Crisis brief of PR factory and critical thinking

5.3 Effective steps of crisis communication

Case Study: Bird Flu in HKSAR (Self Study)

6 Crisis Leadership

Leadership and Decision-making in Crisis Response

6.1 What makes a great leader?

6.2 Crisis leadership, borned or trained?

6.3 The crisis leadership model

6.4 What are the personal attributes of crisis leaders?

6.5 Leadership style assessment

Case Study: Crisis Leadership from 911

*The course contents can be changed to suit your needs

Programme Director:

Dr. Freddie Lee

Tel : (852) 35210798