



The Institute of Crisis and Risk Management

商業風險評估專業協會

Professional Diploma in Crisis Management Consulting



COURSE DESCRIPTION

Crisis challenge organizations have to respond creatively to high-stakes and novel circumstances. Today not only traditional emergency or contingency responses must be ready for crisis, but also profit and non-profit organizations, as well as a wider spectrum of public and private sector responders (public transportation, aviation, amusement park, healthcare, constructions, projects, logistic and supply chain, pharmaceutical, hotel and restaurant, utilities, tourism, public works, financial institutions, manufacturing, and so on)

This course highly interactive training is designed for participants to take and consult a professional perspective on crisis management and emergency preparedness. It examines which skills, knowledge and management systems crisis demand; considers how to set a course of action, mobilize & coordinate resources, and rally support; and advises about creative and culture in which better recognition and communication of issues prevents them even turning into crisis.

COURSE OBJECTIVES

The objectives of this course are:

- to enhance the participant's knowledge and understanding of the theory and best practice of crisis management and their relationship to the other areas of success factors in business;
- to introduce ways in which analytical techniques and tools are used to solve problems in crisis management;
- to provide a vehicle for a better understanding of the environment in which crisis management decisions are made;
- to assess every aspect of crisis management from drawing up your plan to assessing and coaching your client's crisis management team;
- to enhance consultants who may find this useful in their own business as a way to understand customer's needs and requirements for better planning and preparation before implementation; and
- to become a competent management consultant or become a trouble-shooter on an ad-hoc basis.

The case study method of learning is used to analyze and illustrate applications of theory, concepts and cause the crisis to provide a better insight into crisis management decision-making. The participant is asked to apply the theories of risk and crisis management and techniques of crisis of risk management analysis to the designated project and report.

COURSE REQUIREMENTS

To be eligible for admission to the programme of the Professional Diploma in Crisis Management Consulting, participants shall

- (1) hold a recognized professional qualification and membership of a professional body accepted for this purpose; or
- (2) possess an academic or equipment background and/or equivalent professional work experience; or
- (3) Satisfy the examiners in a qualifying examination, if required.

Entrance Competencies

The diverse reasons for making better decisions indicate that professionals in any number of disciplines covered attend to gain insight and increase your knowledge base and individual core competencies; or

Participants are required to have attended a Professional Certificate in Certified Risk Planner or trainer direct training in The Institute of Crisis Management or work as a practitioners or crisis management training of trainers, and have some practical experience in risk and/or crisis management consulting or other consulting fields.

Exit Competencies

Upon completion of this course, the participant will be able to apply the learnt theory and use the tools of crisis management analysis to advise, manage, and control the unexpected crisis.

- Management of crisis, to include the natural or man-made disasters;
- Appreciation of crisis management theories and processes and guideline, practice, and systems establishment to the organization;
- Application of risk management treatment and mitigation, and loss prevention and control mechanism;
- Evaluation of crisis management policy and plan and its potential to affect the value of the organization;
- Evaluation of customer feedbacks and customer relationship;
- Assessment of crisis management plan; and
- Management of proposal and report.

All applications for admission will be considered on the basis of academic and/or professional qualifications, working experience, suitability and potential contribution to crisis management consulting professional, etc.

WHAT DO YOU TAKE AWAY?

A tool-kit of information

Each participant will receive tool-kit information, ranging from practical templates and checklists, to the frameworks of timelines you can use to help you make better, and quality consultancy on your next consulting decision.

Practical information

We know that there are a diverse number of crisis management models and leadership decisions. The intensive were attempts to cover various sectors and crisis scenarios to understand the different types of questions issues to be asked; as well as the type of structure and criteria to use when making a strategic and/or tactical decision. Case studies from HBR or other publications or books will be used to provide further “hands-on” experience and discussions.

Diverse experience

The course in the programme will be taught by the core team of facilitators, professors and/or guest speakers with a vast array of practical experience with multinational firms or as internal consultants from national companies and/or universities. In addition, the course provides a platform for participants' networking, experience sharing, and competencies learning.

PROGRAMME CONTENTS

Business Plan and Operating Philosophy

- Factors of a successful business
- Business plan process
- External and internal analysis
- Customer perception
- Marketing vehicles
- Operating issues

Enterprise Operational Risk Management

- Risk management continuum
- Risk appetite and indicators
- Risk management cycle
- Risk analysis and Risk solutions
- Risk culture
- Integrated risk management framework

Strategic Risk Management Focus

- Employee relations
- Internet security
- Organizational safety systems
- Business fraud prevention management
- People issues and product recalls
- Writing risk management proposal

Crisis Management

- HBR-Crisis management mechanism, systems, structures
- Crisis Response and scenarios
- Crisis strategy and solutions
- Media and employee communication
- Crisis consulting process
- Crisis consulting proposal

Crisis Leadership

- Management vs Leadership
- New crisis leadership pyramid
- Crisis leadership framework
- Strategic thinking
- Creating scenario
- Crisis decision
- Leadership development

Management of change

- Understanding and assessing complexity of organizational change
- Change process
- Organizational readiness
- Core competencies
- Change assessment
- Challenges in 21st century and winning corporations

PROGRAMME OUTLINES

DATE: To be confirmed

TIME: Evening or weekdays or weekends (tentatively)

VENUE: To be confirmed

MATERIALS:

All course materials are in English unless stated otherwise. Reference articles and a mix of required readings will be provided or reserved for participants. Other reference books will be supplementing the programme. For those participants who would like to order the reference book(s), they need to settle the payment (non-refundable) at the time of registration.

MEDIUM OF INSTRUCTION:

Cantonese and English, with teaching materials in English.
Lectures, case studies and simulations, group discussions, consultancy experience sharing,

LENGTH OF THE PROGRAM

The programme shall extend over a minimum period of three months with a minimum of 30 hours of tuition, 30 hours of self-study, and 40 hours of individual project.

CLASS SIZE:

The number of participants is limited to 18 in order to ensure maximum benefit, particularly from the case simulation exercises and individual consultation.

ASSESSMENT:

Assessment is based on attendance, in-class participation, practical activities, set assessments, presentation, practical projects, and individual consultation.

AWARD of DIPLOMA

To complete the programme, participants shall

- (1) have an attendance rate of not less than 70% for each module
- (2) satisfy the facilitators in all assessments prescribed for the designated projects of the programme

Upon successful completion of the course and project, The Institute of Crisis and Risk Management will issue a “Professional Diploma in Certified Crisis Management Consulting” to participants.

Certificate of participation will be awarded to the attendees upon the request.

PROFESSIONAL ACCREDITATION

To qualify for the award of certification as a full member of Certified Crisis Consultant (CCC), participants must have:

1. obtained the Professional Diploma in Crisis Management Consulting of The Institute of Crisis Management and Risk Management or equivalent, and the overall grade at B+ or above;
2. fulfilled the admission requirements for full member of CCC. For details please refer to the website site : www.icrmasia.com
3. pay the entrance fee and annual membership fee; and
4. Comply with the CPD requirements.

Please submit your enrolment form on/before **the cutoff date**.

APPLICATION DEADLINE

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the commencement of the programme. A refund less HK\$ 1500 administration charge will be made for cancellation received in writing at least **14 working days before the commencement of the course**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you in due course.

PROGRAMME FEE

Tuition Fee: refer to application or enrolment form. (Non-member)

Group Discount: Groups of 3 or more individuals from the same organization or system at the same time and of the same billing source are eligible for a discounted rate of 10% for the programme.

Special Discount: refer to application or enrolment form (Valid CRP Member)

Please send a crossed-cheque payable to The Institute of Crisis and Risk Management together with the enrolment form (www.icrmasia.com) to Room 2002, 20/F., Tower A, New Trade Plaza, 6 On Ping Street, Shatin, NT.

Important Notice: Payments are required with registration and must be received prior to the commencement of the programme to guarantee your place. Walk-in participants will only be admitted on the basis of space availability at the venue and with immediate full payment.

ENQUIRIES

Tel No. 3521 0798

Fax No. 3690 5302

Website: www.icrmasia.com

Email: info@icrmasia.com

Note: The Institute of Crisis and Risk Management reserves the right to make any amendments or alternations and/or changes to the programme, contents, venue, speaker replacements and/or topics in any way whatsoever without prior notice. This programme catalogue does not form any part of an agreement between any person and The Institute of Crisis and Risk Management.