



CMC 5000:
**Crisis Management &
Communication Professional**



Self-Study Course Book
eLearning
3-day Instructor-led

**Crisis Management & Communication
Professional Development Program**

Resilience.
Education.
Credentialing.

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The logo icon for ICOR, featuring a stylized globe with three human figures and a building inside.

The International Consortium
For Organizational Resilience

Crisis Management & Communication Professional

Audience: This course is ideal for management responsible for leading their organization during a crisis, public sector personnel, professional communicators, and those in public affairs or public relations.

Description: Understanding the elements of crisis management and communications is crucial to adapting and responding appropriately when faced with managing an incident. The Crisis Management and Communications professional course teaches useful strategies and techniques for analyzing situations and making difficult decisions with limited time, information, and resources while managing an incident and leading teams.

It is important that any enterprise have an understanding of Crisis Management since it poses the greatest threat to an organization's survival. That can only be achieved by adopting a management philosophy that includes prevention of potential crises, mitigation of those that do occur, and recovery and restoration in the wake of a crisis.

The importance of effective crisis communications cannot be underestimated. Both internal and external messages need to be drafted as well as the spokespersons trained. Who speaks to the media? What do they say? Planning for crisis communications ensures that your organization is in control of what the public and stakeholders hear in order to protect its reputation.

The course includes multi-media, sample policies, and templates. Available as an entire course or as 8 individual modules.

8 Lessons / Competency Areas

5010 The Discipline of Crisis Management

This session focuses on the crisis management discipline, different scenarios to consider when preparing to write a crisis management plan, and the key elements of a crisis management plan based on standard requirements.

5020 Culture & its Impact on the Crisis Management Capability

It is essential to understand the importance of organizational culture in managing every day events and when managing crises by looking at how to analyze the culture of the organization and work within its structure to create a more resilient organization.

5030 Structure and Crisis Management

The structure of an organization can be its greatest asset or its greatest weakness – evaluating your organization and its structure may impact its crisis management capability. This lesson discusses the pros and cons of different organizational structures.

5040 Crisis Communication Planning

It is important to develop a crisis communication system that will align to any crisis incident impacting the organization. This lesson looks at communication tools, strategies including social media, message development, and the importance of media training.

5050 Issues Management & Crisis Readiness

This lesson discusses topics such as situational awareness, horizon scanning, issues management, and how they contribute to a more "crisis-aware" organization.

5060 Leadership in a Crisis

Understanding the elements of leadership in times of crisis may help better explain more than any set of crisis plans why some organizations survive crises better than others and clarify how organizations can endure future crises. This lesson explores leadership qualities that have been shown to support the development of an effective crisis response.

5070 The Role of Teams in Crisis Management

A crisis cannot be managed by one person. A key factor in all crisis management programs is the designation of a crisis management team engaged to manage the crisis event. This lesson focuses on the purpose of crisis management teams, who to choose to be on the team, and the importance of managing conflict within the team itself.

5080 Managing the Crisis Communication Response

The focus of this lesson is on crisis communication and reputation management by looking at modern case studies of organizations who have done it well – and at some who have not done it as well.

Credentials

Successful completion of the 8 course series and passing the examination results in the ICOR credential entitled, "Crisis Management & Communication Professional" (CMCP).

The certification exam is comprised of 8 short-answer problem solving questions. To earn the certification requires a score of 75% or higher in each



Is Your Organization's Reputation at Risk?

Crisis Management & Communication

Recognized globally for its vendor-neutral, standards-based education programs, ICOR's certification competency areas align to specific jobs or job areas in the business continuity and continuity of operations workplace.

ICOR courses meet your learning style. Take the full course or as individual competency areas. Learn from an instructor or on your own via eLearning or self-study course books. Interactive activity-based curriculum.



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