CMC 5000:
Crisis Management & Communication Professional

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

Crisis Management & Communication Professional Development Program

Resilience. Education. Credentialing.
The International Consortium For Organizational Resilience
Crisis Management & Communication Professional

Audience: 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.

8 Lessons / Competency Areas

1. The Discipline of Crisis Management
   A. The role of crisis management
   B. Characteristics of a crisis and crisis scenarios
   C. Communication requirements
   D. Essential components of the CMC plan

2. Crisis Readiness
   A. Techniques for forecasting change
   B. Managing emerging issues
   C. Crisis readiness & issue management
   D. Determine the proper crisis response

3. Managing Crisis Communications
   A. Communication do’s and don’ts
   B. How to apologize
   C. Identifying and reaching audiences
   D. Communication strategies

4. Reputation Management
   A. Role of public relations
   B. Protecting your organization
   C. The role of social media
   D. Rebuilding your reputation

5. Crisis Leadership
   A. Leadership skills for managing a crisis
   B. The crisis leadership model
   C. Strengthening leaders
   D. Strategies for leading through a crisis

6. Teams & their Role in Crisis Management
   A. The role of teams for managing a crisis
   B. Team structures for crisis management
   C. Designing effective teams
   D. Managing team conflict

7. Culture & its Impact on Crisis Management
   A. Elements of organizational culture
   B. Crisis readiness and culture
   C. The leaders’ role in culture
   D. Culture as a source of risk

8. Structure & its Impact on Crisis Management
   A. Types of organizational structure
   B. Types of organizational design
   C. Using structure to increase crisis readiness
   D. Designing for high performance

Credentials
Successful completion of the 8 course series and passing the examination results in the ICOR credential entitled, “Crisis Management & Communication Professional” (CMCP). Certificates of learning are issued upon completion of the essay for each competency area. 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 competency area. 2.1 CEUs

Is Your Organization’s Reputation at Risk?

Crisis Management & Communication Professional
Recognized globally for its vendor-neutral, standards-based education programs, ICOR’s certification competency areas align to specific jobs or job areas in the crisis management & communication workplace.

ICOR courses meet your learning style. Learn from an instructor or on your own via elearning or self-study course books. Interactive activity-based curriculum.