

# INTRODUCTION TO CRISIS MANAGEMENT FOR CORPORATE LEADERS

In partnership with  
Executive Risk Solutions Pty. Ltd.

## PROGRAM OVERVIEW

In partnership with ERS Malaysia, we are thrilled to offer the following unique, executive level training package to the Malaysian market: Introduction to Crisis Management for Corporate Leaders.

This one day training session has been successfully delivered in Australia with great reviews. It is designed for leaders from all industries types and locations and provides an insight to current best practice leadership techniques used by corporate and government organizations from around the world.

In most instances corporate leaders can deal with routine emergencies or crises, after all something will inevitably go wrong in the course of business most weeks of the year. However, in those circumstances where organizations are faced with incidents of greater complexity or consequences, the challenges of the situation call for Corporate Leaders that are prepared to take charge and motivate their teams towards a common goal.

We provide a relaxed and professional training environment where open discussion and sharing of ideas and experiences is highly encouraged.

### Duration

5 hours in 1 day session

### Learning Outcome

Learn to mitigate the 8 core disruptive behaviors to effective corporate leadership in crisis.

### Benefits

**Many CEOs and executive's careers have been defined by their ability to effectively lead during a crisis.**

During this session delegates will benefit from the knowledge and understanding relevant to the Art of Emergency Management and how to positively influence corporate emergencies.

**At the end of this program participants will be able to:**

- Confidently lead teams in a crisis;
- Develop goals and objectives for a crisis situation;
- Lead and develop crisis management teams; and
- Prepare a robust corporate level emergency management system and processes

## KEY MODULES

- Build a cohesive emergency management team;
- How to develop Common Situational Awareness;
- Creating an emergency vision and mission;
- Decision Making in a crisis;
- Operational Stress (the good & bad aspects);
- Operational Communication; and
- Post Incident reviews.

**The style of leadership used in a crisis is typically not used in normal business condition.**

### SELECTION OF CLIENTS



### WHO SHOULD ATTEND

Training is recommended for experienced executives or senior managers who currently hold leadership roles or those who are about to take on these new responsibilities.

### PROGRAM METHODOLOGY

- Interactive Lecture
- Discussions
- Sharing of Ideas



HRDF / SBL  
CLAIMABLE



**E.R.S.**  
EXECUTIVE RISK SOLUTIONS PTY. LTD.  
Crisis Management / Security Management





**Craig Hynes AFSM**  
**General Manager, ERS Group**

Craig has over 27 years’ experience in the fire and emergency services, crisis and risk management sectors for both government and corporate entities. He is a highly accomplished trainer having provided crisis management training, and emergency support, at the highest levels. He has personally guided and coached CEOs and Executive Teams of some of the world’s largest companies to effectively manage crisis events.

Craig holds the following qualifications: Australian Fire Service Medal (AFSM); Diploma of Fire Engineering Management; Cert IV Occupational Health & Safety; Cert IV Firefighting Supervision; Bachelor Commerce; Cert IV Workplace Training & Assessment.



**Steven Dunn**  
**Director, ERS Malaysia**

Steven has over 15 years experience supporting corporate and government organizations prepare for and respond to crisis and emergency events. He has personally responded to 100+ crisis and emergency situations for clients globally. Steven is an accomplished trainer having provided training to Incident Management Teams associated with some of Australia’s largest companies.

Steven served in the Australian Special Forces (SAS) for 18 years and holds the following qualifications: Advanced Diploma Security Operations, Diploma Security and Risk Management, Cert IV Workplace Training & Assessment.

