

Staying Resilient During a Crisis

Course Description:

Staying Resilient During a Crisis is the fifth course in the Essentials of Organizational Resilience Series.

A crisis does or has the potential to disrupt or affect an entire organization. Looking at the causal relationships among public relations expense, reputation and revenue, research has found that there is a valid and reliable relationship between a company's expenditures on public relations and its reputation.

"Crises are now being judged not only by financial and ethical standards, but by whether the company handled its crisis effectively in the eyes of Wall Street, Madison Avenue, the plaintiff's bar and 24 hour a day cable news." (Eric Dezenhall in *Damage Control*, page 8)

The focus of *Staying Resilient During a Crisis* is on crisis management and reputation management - looking at modern case studies of organizations who have done it well - and at some who have not done it as well.

The key reference for this course is *Damage Control* written by Eric Dezenhall.

Learning Objectives

As a result of completing this course, students should be able to:

- Understand the role of the crisis management plan, the crisis team, and the importance of problem identification
- Describe the different crisis responses and identify which type of response is appropriate under which circumstances

Delivery Structure/Course Requirements

There are 3 options for course delivery for each of the 10 courses in the series. For *each course* the requirements are as follows:

Instructor led in-house training: Includes 7 hours of live and interactive class presentations, discussions, and activities. Concludes with a 1000 word essay.

Interactive online: Includes an audio-visual presentation (approximately 1 hour in length for each course), 60-100 pages of assigned reading, participation in an online discussion group with the instructor and other students, and a 1000 word written response to a question.

Self-study: Includes course book, 60-100 pages of additional assigned reading, written submission of a discussion question (100-200 words), and a 1000 word written response to a question.

Table of Contents

- **Crisis defined**
- **Modern Crisis Management**
- **The Crisis Team and Crisis Leaders**
- **Problem Identification**
- **A Crisis vs a Marketplace Assault**
- **The Crisis Response**
- **When and How to Run**
- **Publicize your Crisis Management Successes**

Certification and Credentialing

Successful completion of the Essentials of Organizational Resilience 10-Course Series is the first step in eligibility for credentialing as a Certified Organizational Resilience Professional (CORP) offered by ICOR.

To find out more, about the credentialing application process, visit our website at www.theicor.org/pages/candc.html



Essentials of OR was developed by BCS, Inc., a consulting firm specializing in providing business continuity, disaster recovery, & crisis management training & consulting.

www.businesscontinuitysvcs.com



The International Consortium For Organizational Resilience

For more information about ICOR's courses, go to

www.theicor.org

or call 866.SOLVE21 (765.8321)