

The Role of Issues Management & Crisis Readiness in Organizational Resilience

Course Description:

The Role of Issues Management & Crisis Readiness in Organizational Resilience is the sixth course in the Essentials of Organizational Resilience Series.

In a crisis, an understanding of the prevailing culture, context, and societal expectations can determine success or failure. The focus of this course is the role of crisis readiness and issues management and its importance in developing a resilient organization.

This course studies the six core components of crisis readiness, which are related to (1) the organization's ability to respond quickly to a crisis, (2) managers' awareness of the organization's crisis management repertoire, (3) managers' access to the organization's crisis management repertoire, (4) the adequacy of the firm's strategic crisis planning, (5) the organization's media management ability in a crisis, and (6) the perceived likelihood of crisis striking the organization.

Issues management is defined as, *"The process by which internal and external issues that have the potential to significantly impact organizational performance are identified, prioritized, analyzed and resolved with the goal of preventing crises and seizing opportunities."* This course analyzes economic, technological, judicial/political and cultural/societal issue drivers and their effect on the organization's stakeholders.

Learning Objectives

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

- Describe the four categories of crisis readiness
- Describe the issues management process

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 readiness and issues management defined**
- **6 core components of crisis readiness**
- **Pre-crisis planning**
- **4 categories of crisis readiness**
- **Main predictors of crisis readiness**
- **The benefits of issues management**
- **The issues management process**
- **Key trends in tomorrow's crisis environment**

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 ICOR
The International Consortium For Organizational Resilience

For more information about ICOR's courses, go to

www.theicor.org

or call 866.SOLVE21 (765.8321)