BLACKBIRD FOR TRAINING

The Global Approach to Leading During Crisis

31 October – 4 November 2027
Cairo (Egypt)

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Introduction

In today's ever-changing world, nothing is certain except uncertainty. Management, CEOs, and board members must be flexible and adaptive to thrive. Adaptation means strategic understanding and planning in response to ongoing changes.

This course is specifically designed for leaders—those who have the big-picture perspective and the ability to lead and respond to change effectively. It's not for non-decision-makers but for those who are responsible for making decisions during critical times.

Recent global challenges, such as social unrest, pandemics, and health crises, have necessitated new strategies and approaches to running organizations and ensuring their survival. In times like these, it is crucial for executives, managers, and board members to master key skills such as strategic crisis management, media communication during crises, and technology adaptation to ensure continued success.

Course Objectives

By the end of this course, participants will be able to:

- Apply strategic thinking to assess their current environment and define organizational goals post-crisis.
- Evaluate and select strategies that provide a sustainable competitive advantage in a post-crisis world.
- Convert strategic plans into operational actions by turning threats into opportunities.
- Effectively use the Internet and remote management techniques during and after crises.
- Discuss experiences and lessons learned from various countries' approaches to crisis management.
- Acquire essential crisis leadership skills.
- Understand crisis response strategies and crisis communication techniques.

Course Outlines

Day 1: Strategic Thinking and Planning Post-COVID-19

- Strategy Safari: Understanding global strategic changes.
- Updates on the strategic management process in light of recent disruptions.
- Distinguishing between strategic thinking and strategic planning.
- How to turn threats into opportunities with new circumstances.
- Effective remote management during crises.

Day 2: Environmental Analysis

- Porter's 5 Forces and their impact on crisis strategy.
- Creating and capturing value in uncertain times.
- Conducting a SWOT vs. TOWS analysis to evaluate the external environment.
- Introduction to the PEDESTAL framework for strategic analysis.
- Excelling in strategic analysis in a volatile environment.

Day 3: Assessing Strategic Choices

- The three primary goals of competitive strategy during a crisis.
- Porter's generic competitive strategies applied to crisis management.
- Exploring the value chain and how to innovate it during a crisis.
- Developing a competitive advantage during challenging times.
- How media and public image play a role in strategic choices.

Day 4: Developing Operational Plans

- Cascading from vision to action plans: Turning high-level goals into actionable steps.
- Criteria for effective action plans in times of crisis.
- Developing strategic initiatives and departmental plans.
- Managing strategy execution during uncertain times.
- Crisis response plans from different countries e.g., UK, Europe, UAE, Saudi Arabia, Turkey.

Day 5: Crisis Management and Crisis Communication

- Protecting brand image and reputation during a crisis.
- Internal communications: How to keep the team aligned and motivated.
- External communications with stakeholders, the media, and the public.
- Best practices for social media communication during crises.
- Handling other key crisis communication issues.

Why Attend this Course: Wins & Losses!

- Crisis Leadership Skills: Learn how to lead with confidence and decisiveness during a crisis.
- Practical knowledge of crisis response strategies that will allow you to act swiftly and effectively.
- Master crisis communication techniques to manage both internal and external messaging in challenging times.
- Tools to turn crisis situations into opportunities and ensure business continuity.
- Exposure to global leadership under pressure and crisis management techniques applied across various industries.

Conclusion

This course offers a vital opportunity for leaders to refine their crisis leadership capabilities and gain an in-depth understanding of global crisis management. Participants will leave with actionable strategies and communication techniques that will empower them to lead their teams through uncertainty and navigate crises with clarity and purpose. Whether it's mastering remote management, understanding the role of leadership in crisis management, or developing effective crisis communication, this course ensures you are equipped to handle the challenges of the modern business world.

Join us and transform your approach to leadership during crises. Strengthen your ability to lead with agility and resilience, ensuring your organization not only survives but thrives in times of global uncertainty.