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Business Continuity and Crisis Management Comprehensive Course

31 May – 11 June 2027
Bangkok (Thailand)



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Introduction

In today's dynamic and unpredictable business environment, organizations face increasing risks that can disrupt operations and damage reputations. Understanding what is business continuity and having a solid business continuity strategy are essential for ensuring resilience. This advanced course on business continuity and crisis management equips professionals with the necessary skills to develop and implement effective business continuity solutions that minimize risks and enhance organizational preparedness.

This course provides in-depth training on the business continuity planning process, including business continuity risk assessment, business continuity policy creation, and business continuity lifecycle management. By the end of this training, participants will have a comprehensive understanding of business continuity management and will be prepared to pursue business continuity certification as a certified business continuity professional.

Course Objectives

- Understand the business continuity definition, its strategic importance, and how it impacts long-term organizational success.
- Explore the latest business continuity solutions and best practices for enhancing organizational resilience.
- Learn the business continuity planning process and how to conduct a business continuity risk assessment to mitigate potential disruptions.
- Develop a robust business continuity policy aligned with organizational needs and compliance standards.
- Master crisis management business continuity planning, including effective decision-making and crisis communication.
- Identify and address risks associated with various crises, such as cyber-attacks, natural disasters, and pandemics.
- Enhance leadership skills to manage crises effectively while maintaining operational stability.
- Implement business continuity training programs to educate and prepare teams for potential disruptions.
- Understand the legal and ethical considerations surrounding business continuity and crisis management.
- Develop performance metrics to evaluate and continuously improve business continuity processes.



Course Outlines

Day 1: Introduction to Business Continuity and Crisis Management

- Understanding what is business continuity and its significance in modern business.
- The impact of disruptions on organizations and the role of business continuity planning.
- Key trends and advancements in business continuity management.

Day 2: Risk Assessment and Business Impact Analysis

- Conducting a business continuity risk assessment to identify vulnerabilities.
- Understanding the business continuity lifecycle and how to prioritize critical processes.
- Evaluating the effects of disruptions and their potential consequences.

Day 3: Designing and Implementing Business Continuity Strategies

- Developing an effective business continuity strategy for organizational resilience.
- Creating business continuity plans and integrating them into corporate governance.
- Understanding the advantages of having a well-structured business continuity plan.

Day 4: Crisis Management and Communication

- Key principles of crisis management business continuity planning.
- Effective crisis communication strategies for internal and external stakeholders.
- Decision-making techniques for high-pressure situations.

Day 5: Testing, Exercising, and Continuous Improvement

- Methods for testing and evaluating business continuity processes.
- Conducting post-incident reviews to refine strategies.
- Developing a culture of continuous improvement for business continuity planning.

Day 6: Legal, Regulatory, and Ethical Considerations

- Compliance with regulations related to business continuity management.
- Ethical considerations in crisis decision-making.
- Governance and risk management best practices.

Day 7: Understanding Different Types of Crises

- Identifying risks associated with cyber-attacks, natural disasters, and reputational crises.
- Learning from case studies of successful business continuity and crisis management.
- Developing targeted strategies for different crisis scenarios.



Day 8: Leadership in Crisis Situations

- The role of leadership in fostering a resilient organizational culture.
- Maintaining morale and ensuring clear communication during crises.
- Building and training crisis response teams for effective crisis management.

Day 9: Developing and Implementing a Crisis Response Plan

- Steps to creating an effective business continuity policy and crisis response plan.
- The importance of stakeholder engagement in business continuity planning.
- Scenario planning and simulation exercises for crisis preparedness.

Day 10: Measuring and Evaluating Business Continuity Performance

- Establishing key performance indicators KPIs to measure business continuity plan advantages.
- Conducting audits to assess the effectiveness of business continuity training and strategies.
- Developing a framework for ongoing improvement in business continuity management.

Why Attend This Course: Wins & Losses!

- Expertise in business continuity and crisis management, positioning yourself as a certified business continuity professional.
- A deep understanding of business continuity planning, ensuring your organization is well-prepared for crises.
- Hands-on knowledge of business continuity risk assessment and how to develop robust business continuity solutions.
- Improved leadership skills to manage crises effectively and maintain business resilience.
- Certification that enhances your professional credibility and career growth in business continuity management.

Conclusion

By completing this course, participants will gain the expertise required to implement and manage business continuity strategies effectively. With a strong foundation in business continuity planning, business continuity risk management, and crisis management business continuity planning, organizations can ensure long-term stability and operational resilience. This course also prepares individuals for professional business continuity certification, making them valuable assets in any industry.

Invest in your future by mastering business continuity management—because preparedness today secures success tomorrow!

