BLACKBIRD FOR TRAINING

Comprehensive Business Continuity & Crisis Management Course

6 – 10 September 2027
Paris (France)

Comprehensive Business Continuity & Crisis Management Course

Ref: 3256073_360225 **Date:** 6 – 10 September 2027 **Location:** Paris (France) **Fees:** 5200 GBP

Introduction

In today's rapidly changing and increasingly uncertain business environment, organizations face a wide range of operational disruptions, emergencies, and crises that can threaten their ability to maintain critical activities and achieve strategic objectives. Effective Business Continuity and Crisis Management provide organizations with the frameworks, strategies, and capabilities required to prepare for disruptions, respond effectively, recover efficiently, and strengthen long-term organizational resilience.

This comprehensive five-day course provides participants with practical knowledge of Business Continuity Management, Risk Assessment, Business Impact Analysis, Crisis Management, Business Continuity Planning, Crisis Communication, Recovery Strategies, and Continuous Improvement. Participants will explore how organizations can identify critical risks, protect essential operations, establish effective response structures, and develop practical continuity and recovery solutions.

The course also focuses on leadership and decision-making during crises, stakeholder communication, business continuity testing, scenario exercises, and lessons learned. Through practical examples, case studies, and interactive activities, participants will develop a structured approach to preparing their organizations for potential disruptions and improving their ability to respond and recover.

Course Objectives

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

- Understand the fundamental principles and frameworks of Business Continuity and Crisis Management.
- Identify and assess risks that may disrupt critical business operations.
- Conduct effective Business Impact Analysis BIA and identify critical business functions.
- Develop appropriate Business Continuity and recovery strategies.
- Design and maintain effective Business Continuity Plans.
- Establish effective crisis management structures and response procedures.
- Apply effective leadership and decision-making techniques during crises.
- Develop clear and effective crisis communication strategies.
- Understand Recovery Time Objectives RTO and Recovery Point Objectives RPO.
- Plan and conduct Business Continuity tests, exercises, and simulations.
- Evaluate the effectiveness of continuity and crisis management arrangements.
- Apply lessons learned and continuous improvement practices to strengthen organizational resilience.

Course Content

Day One: Foundations of Business Continuity and Crisis Management

Business Continuity Management Fundamentals

- Understanding Business Continuity and Organizational Resilience
- Importance of Business Continuity in Modern Organizations
- Key Principles and Objectives of Business Continuity Management
- Business Continuity Management Lifecycle
- Business Continuity Frameworks, Standards, and Best Practices
- Roles and Responsibilities in Business Continuity Management

Crisis Management Fundamentals

- Understanding Organizational Crises and Business Disruptions
- Types and Characteristics of Organizational Crises
- Crisis Management Frameworks and Approaches
- Relationship Between Crisis Management and Business Continuity
- Crisis Management Structures and Response Teams
- Organizational Preparedness and Crisis Readiness

Day Two: Risk Assessment and Business Impact Analysis

Business Continuity Risk Assessment

- Identifying Internal and External Business Continuity Risks
- Risk Identification and Classification
- Assessing Threats, Vulnerabilities, and Exposure
- Risk Analysis and Evaluation
- Risk Prioritization and Treatment Strategies
- Developing a Business Continuity Risk Register

Business Impact Analysis

- Purpose and Objectives of Business Impact Analysis
- Identifying Critical Business Functions and Processes
- Determining Business Dependencies and Interdependencies
- Assessing Operational, Financial, and Reputational Impacts
- Recovery Time Objectives RTO
- Recovery Point Objectives RPO
- Prioritizing Critical Activities, Resources, and Dependencies
- Using BIA Results to Develop Recovery Strategies

Day Three: Business Continuity Planning and Recovery Strategies

Business Continuity Strategies

- Developing Business Continuity and Recovery Strategies
- Identifying Alternative Operating Methods
- Workforce Continuity and Key Personnel Planning
- Facilities, Technology, Data, and Infrastructure Recovery
- Supplier and Third-Party Continuity Management
- Resource Requirements and Critical Dependencies
- Developing Effective Recovery Solutions

Business Continuity Planning

- Structure and Components of a Business Continuity Plan
- Business Continuity Policies, Procedures, and Guidelines
- Developing Departmental and Functional Continuity Plans
- Emergency Response and Recovery Procedures
- Roles, Responsibilities, and Escalation Processes
- Plan Activation and Recovery Priorities
- Integrating Business Continuity Plans Across the Organization

Day Four: Crisis Response, Leadership and Communication

Crisis Response and Management

- Establishing an Effective Crisis Management Structure
- Crisis Response Procedures and Escalation Mechanisms
- Crisis Decision-Making Under Pressure
- Managing Critical Incidents and Emergencies
- Scenario-Based Crisis Response
- Coordination Between Crisis Management and Business Continuity Teams
- Managing Stakeholders During a Crisis

Crisis Leadership and Communication

- Leadership Roles and Responsibilities During a Crisis
- Decision-Making in Uncertain and High-Pressure Situations
- Crisis Communication Principles and Strategies
- Internal and External Crisis Communication
- Communication with Employees, Customers, Regulators, Media, and Other Stakeholders
- Managing Organizational Reputation During a Crisis
- Avoiding Communication Gaps and Misinformation
- Case Studies of Organizational Crisis Management

Day Five: Testing, Evaluation and Continuous Improvement

Business Continuity Testing and Exercising

- Importance of Business Continuity Testing
- Types of Business Continuity Exercises
- Tabletop Exercises and Scenario Simulations
- Testing Crisis Response and Recovery Procedures
- Evaluating Team and Individual Performance
- Identifying Gaps, Weaknesses, and Improvement Opportunities
- Developing Effective Business Continuity Exercise Programs

Performance Evaluation and Continuous Improvement

- Measuring Business Continuity Performance
- Business Continuity KPIs and Performance Indicators
- Auditing and Reviewing Business Continuity Plans
- Post-Incident Reviews and Lessons Learned
- Corrective and Preventive Actions
- Updating and Maintaining Business Continuity Plans
- Continuous Improvement of Business Continuity and Crisis Management Systems
- Building a Resilient and Crisis-Ready Organization
- Legal, Regulatory, and Governance Considerations

Why Attend This Course: Wins & Losses!

Wins

- Build a structured understanding of Business Continuity and Crisis Management.
- Improve the organization's ability to prepare for and respond to disruptions.
- Develop practical approaches to risk assessment and Business Impact Analysis.
- Strengthen Business Continuity and recovery planning capabilities.
- Improve crisis leadership, communication, and decision-making.
- Gain practical experience through case studies, scenarios, and exercises.
- Establish effective approaches for testing and continuously improving continuity plans.
- Strengthen organizational resilience and preparedness.

Losses

- Greater exposure to operational and business disruptions without structured continuity planning.
- Increased difficulty in protecting critical business functions during emergencies.
- Delayed response and recovery due to unclear roles and procedures.
- Potential financial, operational, and reputational consequences of unmanaged crises.
- Weak communication and coordination during critical incidents.
- Missed opportunities to identify vulnerabilities before they develop into major disruptions.

Conclusion

Business continuity and crisis management are essential components of organizational resilience and long-term sustainability. Organizations that understand their risks, identify critical operations, prepare effective continuity strategies, and establish clear crisis response mechanisms are better positioned to manage unexpected disruptions.

This five-day course provides participants with a comprehensive framework covering risk assessment, Business Impact Analysis, continuity planning, crisis response, leadership, communication, recovery, testing, and continuous improvement. By applying the principles and practices covered throughout the course, participants can contribute to developing stronger, more resilient, and better-prepared organizations.