

Options for Crisis Management Training

101-LEVEL TACTICAL TRAINING

- Basics in crisis management:
 - *Plan orientations* -- ensure comprehension of written crisis management protocols
 - *Crisis-team alignment workshops* -- eliminate overlap of cross-functional and cross-discipline responsibilities
 - *Crisis-specific communications trainings* -- help interviewed spokespeople create responsible impressions for the organization
 - *Crisis-specific social networking (or “online dialogue”) trainings* – explore communicating through blogs, Twitter, Facebook YouTube, and other related technologies

201-LEVEL STRATEGIC WORKSHOPS

- Crisis management goal-setting and strategy alignment:
 - Classroom-style setting with role-play to give participants greater appreciation for the expectations of many key audiences (and key critics)

301-LEVEL LEADERSHIP PROGRAMMING

- Building top-flight crisis management leadership:
 - Requires a deep analysis of the effective crisis management mindset

*Excerpted and re-organized from a blog post titled
[“Crisis Management Training: Choose Wisely”](#)*