



**COURSE OVERVIEW HM0380-3D**  
**Crisis Management**

**Course Title**

Crisis Management

**Course Date/Venue**

Session 1: August 16-18, 2026/Sur Meeting Room,  
Royal Tulip Muscat, Muscat, Oman

Session 2: December 06-08, 2026/Tamra Meeting  
Room, Al Bandar Rotana Creek, Dubai,  
UAE



**Course Reference**

HM0380-3D



**Course Duration/Credits**

Three days/1.8 CEUs/18 PDHs

**Course Description**



***This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.***



A crisis can be environmental, natural, industrial or business and can be caused by millions of reasons. Crisis management consists of the different means of dealing with these different forms of crises. Crisis Management involves identifying the crisis, planning a response to the crisis and confronting and resolving the crisis. The way of dealing with a crisis depends on its nature, scale and seriousness. The aim of crisis management is, first, to defuse the crisis; second, to establish a secure environment to deal with the causes of the crisis; and, third, to initiate reforms to prevent a follow-on crisis.



Managers are faced with a complex and difficult set of tasks when a crisis occurs. They are expected to simultaneously mobilize resources, create and/or operate within a response organization, and deliver critical services. The response is time constrained as actions taken during the first few days often determine the success or failure of the response efforts. Managers responsible for these actions and decisions must perform under adverse conditions, in a crisis atmosphere, and under the scrutiny of others. Their skills, knowledge and applied leadership capabilities are critical to meeting the challenges of the crisis environment.





This course focuses on manager's ability to organize, manage and communicate, lead and make effective and timely decisions under the stress of a crisis event. The course starts by covering challenges presented by crises, the importance of crisis recognition, and immediate management strategies on sudden crisis outbreak. It then moves on to management of information, decision-making, and managing with regard to legal issues. The final section covers guidelines for managing specific crisis types.

### **Course Objectives/Outcomes & Benefits for the Participants**

Upon the successful completion of this course, participants will be able to:-

- Apply and gain an in-depth knowledge on crisis management
- Acquire knowledge, reflexes and behavior specific to crisis management to allow you to remain operational at any time a crisis may occur
- Develop both capacity for action and strategic analytical skills for crisis management
- Manage critical situations and engender a feeling of support and confidence
- Effectively manage the flow of information during the phases of a crisis and challenge their own assumptions in decision-making during a crisis
- Use a consistent procedure for addressing critical incidents and that “best practices” are being followed
- Ensure that management decisions and actions in a crisis will be fully defensible
- Recognize complex crisis management issues that must be considered including international travel, regulations and standards in crisis management and quantifying risk
- Develop your own crisis management plan and lead your team through any emergency situation

### **Exclusive Smart Training Kit - H-STK®**



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

### **Who Should Attend**

The course is specifically designed to enhance the competence of both technical and non-technical personnel such as managers, superintendents, engineers, heads of departments, team leaders and unit supervisors who have to manage or implement manpower development. The course will be additionally of value to staff in support or advisory functions in areas such as strategy, policy, organization, audit, welfare, and projects. Further, the course is very important for senior and middle management staff who need address the strategic challenges facing sustainable business.




**Course Certificate(s)**

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

**Certificate Accreditations**

Haward’s certificates are accredited by the following international accreditation organizations: -

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward’s certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology’s courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant’s involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant’s CEU and PDH Transcript of Records upon request.





### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Mr. Douglas Robinson, MBA, BSc (Honors), Dip,** is currently the **President of DSR Consulting** and the **Professor of Business Studies Unit (BSU) at Durban Institute of Technology (DIT)**, where he is lecturing at **MBA level in Human Resources Management (HRM), Crisis Management, Leadership & Change Management, Presentation Skills, Negotiation Skills, Interpersonal Skills, Communication Skills, Adaptability & Flexibility, Learning & Self Development, Industrial Relationships, Driving Performance, Performance Measurement, Performance Goal Implementation, Time Management Techniques, Organizing Daily Activities, Handling Difficulties & Pressure, Productivity & Feedback Management, Problem Solving & Decision Making, ISO 9001 Lead Auditor, Commercial Negotiation & Legal Aspects, Logistics & Supply Chain Management, Supply Chain Big Data Analysis, Supply Chain Logistics Management, Quality Management, Project Financial Planning, Financial Management, Materials Inventory Management, Budgeting & Cost Control, Project Accounting, Project Management, Contract Management, Contract Holder, Develop Contracts & Acquisition, Operations Management, Procurement Management, Entrepreneurship, International Business, Food safety management, Food Quality and Labelling, Food Facilities Design and Construction & Equipment Specification,**

Mr. Robinson has over **30 years** of international experience in **Contract Management, Quality Management, ISO Standards, Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing Strategies, Project Management, Business Systems, Operations Management and Business Re-Organization.** Further, he is a **Registered Assessor of Quality Management, Logistics, Supply Chain Management, Procurement Strategies, Purchasing and Outsourcing.**

As a leader in the **Quality, Procurement and Logistics** fields, Mr. Robinson facilitated in-house skills development programmes in a lot of companies worldwide and has **extensive consulting experience** in both the public and private sectors. His experience includes implementing SAP system in Procurement, financial, sales, distribution, materials management and costing.

During his long career life, Mr. Robinson worked for many **International companies** such as Tiger Brands, Nestle's, Mondi Manufacturing, Mondi Forests, Masonite Africa Ltd., Frame etc. He worked as **General Manager, Quality Manager, Procurement Manager, Logistics Manager, Logistics Superintendent, Project Manager, Purchasing Supervisor, SAP Facilitator,** etc.

Due to his thorough and long experience and knowledge, Mr. Robinson is **recognized internationally** as an **Expert** in Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing, Strategic planning, business wellness analysis, **Contract management, Project Management, feasibility studies, financial analysis, cash-flow forecasting, Capital investment analysis, risk analysis, Business process analysis, and Quality Management Systems.**





**Course Fee**

**US\$ 3,750** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

**Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

**Training Methodology**

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

**Learning Design & Customization**

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

**Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

**Day 1**

0730 – 0800	<i>Registration &amp; Coffee</i>
0800 – 0815	<i>Welcome &amp; Introduction</i>
0815 – 0830	<b>PRE-TEST</b>
0830 – 0900	<i>Management Challenges &amp; Strategies</i>
0900 – 0930	<i>The Main Challenges Facing Managers at a Time of Crisis</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Guidelines for Managing Crisis Stress</i>
1030 – 1100	<i>Reasons for Determining the Real Crisis</i>
1100 – 1130	<i>Reasons for Focusing During a Crisis</i>
1130 – 1230	<i>The Purposes of a Five-Minute Audit</i>
1230 – 1245	<i>Break</i>
1245 – 1320	<i>The Immediate Concerns of an Organization when a Crisis Occurs</i>
1320 – 1420	<i>The Tasks you Should Perform when a Crisis Arises</i>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day One</i>





**Day 2**

0730 – 0830	<i>Guidelines for Ensuring Recovery from Crisis</i>
0830 - 0900	<i>Crisis Communication &amp; Responses</i>
0900 – 0915	<i>Break</i>
0915 – 1000	<i>Guidelines for Communicating Information</i>
1000 – 1030	<i>Guidelines for Practicing Open Communication</i>
1030 – 1100	<i>Guidelines for Effective Decision Making</i>
1100 – 1130	<i>Factors that can Reduce the Quality of Decision Making at a Time of Crisis</i>
1130 – 1200	<i>Characteristics of an Effective Leader</i>
1200 - 1230	<i>Legal Challenges that can Arise During a Crisis Situation</i>
1230 – 1245	<i>Break</i>
1245 – 1330	<i>Guidelines for Dealing with Legalities</i>
1330 - 1420	<i>Managing Specific Crisis Situations</i>
1420 - 1430	<i>Recap</i>
1430	<i>Lunch &amp; End of Day Two</i>

**Day 3**

0730 – 0830	<i>Guidelines for Dealing with Executive Departure</i>
0830 - 0930	<i>Guidelines for Dealing with Industrial Action</i>
0930 - 0945	<i>Break</i>
0915 – 1000	<i>Considerations for Communicating the Illness of a Chief Executive Officer</i>
1000 – 1030	<i>Guidelines for Managing Hostile Takeovers</i>
1030 – 1100	<i>Guidelines for Handling Environmental Crises</i>
1100 – 1130	<i>Approaches to Dealing with Rumors</i>
1130 - 1215	<i>Guidelines for Dealing with Local Opposition</i>
1215 – 1230	<i>Break</i>
1230 – 1300	<i>Guidelines for Dealing with Threats</i>
1300 - 1345	<i>Guidelines for Dealing with Terrorism</i>
1345 - 1400	<i>Course Conclusion</i>
1400 - 1415	<i>POST-TEST</i>
1415 - 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch &amp; End of Course</i>



**Practical Sessions**

This practical and highly-interactive course includes real-life case studies and exercises:-



**Course Coordinator**

Mari Nakintu, Tel: +971 2 30 91 714, Email: [mari1@haward.org](mailto:mari1@haward.org)