



**Harley House**  
Consultants Inc.

# Issue and Crisis Management (HH-08)

## ***Making Communicators Better Managers – Making Managers Better Communicators***

### **Introduction**

The management of issues and crisis should be a partnership between Ministers Offices, communications shops, program areas and regional offices in order to identify, monitor, prioritize and address emerging situations to allow the organization to respond quickly and effectively. This three-session virtual course (or one-day classroom delivery) offers participants the basics in identifying, preventing, and controlling issue and crisis situations. Effective management practices, including preparation, training, triaging and communicating are discussed, as are various stages of an issue/crisis, and the need to establish an issue/crisis management team.

### **Schedule**

**Day 1**  
(2 hours) Introductions & Individual Objectives  
Session I – Introduction to Issue & Crisis Management.

- What is Issue Management
- What is Crisis Management
- Best Practices in Issue & Crisis Management

Session II – Steps in Issue Management

- Identifying issues
- Analyzing and prioritizing issues
- Developing effective strategies
- Implementing strategies
- Evaluating outcomes

#### ***Issue Management Assignment***

**Day 2**  
(2 hours) Session I Review & Assignment Discussion  
Session III – Steps in Crisis Management

- Anticipating and preventing crisis
- Defining objectives
- Assembling the right team
- Seeking credible information
- Keeping communications flowing
  - Communicating through the right channels
  - Explaining what you are doing and why
  - Being present, visible and available

#### ***Crisis Management Assignment***

**Day 3**  
(1 hour) Session IV – Assignment Discussion  
Session V – Review and Wrap-up

### **Overview**

Issues management is an anticipatory, strategic management process that helps organizations detect and respond appropriately to emerging trends or changes in the socio-political environment.

Crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders.

This course focuses on techniques to:

- Prevent and minimize issues/crisis
- Proactively identify an issue/crisis
- Assess and triage an issue/crisis
- Produce the right products
- Obtain approvals in a timely fashion
- Track and report on progress

### **Who Will Benefit?**

Senior communicators, issues managers and communications advisors at the IS-4 to IS-6 level.

### **How Will You Benefit?**

Making use of case studies, participants will recognize that not all issues and crisis should be treated the same. This reduces the number of critical issues and permits more effective processes for managing the priority issues and crisis.

### **Fees:**

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)  
In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

### **Schedule:**

<b>Venue:</b>	<b>Date:</b>	<b>Location:</b>
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

### **For More Information / To Register:**

For more information, or to register, please contact Dale Harley at 613-882-5684 or at [dale@harleyhouse.com](mailto:dale@harleyhouse.com)  
For more information about other Communications Training sessions visit our web site at [www.harleyhouse.com](http://www.harleyhouse.com)