Strategic Planning & Crisis Management for Organizations

11 – 15 April 2027
Dubai (UAE)



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Why This Course

Organizations today operate in an environment marked by volatility, uncertainty, and rapid change. To remain resilient and competitive, leaders must be capable of crafting forward-looking strategies while also preparing for unexpected disruptions. Effective strategic planning and crisis management are no longer optional—they are essential capabilities for ensuring continuity, protecting reputation, and achieving long-term success.

The Strategic Planning & Crisis Management Program is an immersive 1-week course designed for leaders, managers, and professionals responsible for organizational strategy, risk, and crisis preparedness. Through a blend of strategic frameworks, risk assessment tools, crisis simulations, and hands-on exercises, participants develop the competencies required to lead confidently before, during, and after a crisis.

What You'll Learn and Practice

By completing this program, participants will be able to:

- Develop strategic plans that align with organizational goals and future priorities
- Conduct comprehensive risk assessments and craft effective mitigation strategies
- Design and implement robust crisis management plans
- Strengthen leadership, decision-making, and communication under pressure
- Lead post-crisis recovery and embed lessons learned into future strategies

The Program Flow

Day 1 - Foundations of Strategic Planning

- Core principles and stages of strategic planning
- Environmental scanning tools, including SWOT and PESTLE analysis
- Defining vision, mission, values, and organizational objectives
- Aligning strategies with organizational culture and capabilities

Day 2 - Risk Assessment & Mitigation

- Identifying internal and external risks and vulnerabilities
- Conducting structured risk assessments and prioritization
- Formulating risk mitigation and prevention strategies
- Developing contingency and continuity plans



Day 3 - Crisis Management Fundamentals

- Understanding crisis types and organizational impacts
- Building crisis management teams, structures, and escalation protocols
- Managing crisis communication with clarity and transparency
- Decision-making techniques for high-pressure situations

Day 4 - Crisis Response & Leadership

- Executing crisis response plans and mobilizing resources
- Managing stakeholder expectations and external relations
- Leadership behaviors that build confidence in times of disruption
- Ethical dilemmas and responsible decision-making during crises

Day 5 - Post-Crisis Recovery & Learning

- Business continuity and operational recovery strategies
- Conducting after-action reviews and lessons-learned analysis
- Rebuilding trust and organizational reputation
- Integrating insights into future planning and crisis preparedness

Practical Wins for Participants

Participants will leave the program able to:

- Develop a tailored strategic plan for their organization
- Build a complete crisis management playbook and response structure
- Strengthen real-time decision-making through practical crisis simulations
- Expand their professional network for ongoing learning and collaboration

Organizational Impact

Companies benefit through:

- Stronger, more resilient strategic planning practices
- Improved risk anticipation and mitigation capabilities
- Faster and more coordinated crisis response
- Enhanced reputation and stakeholder trust

Training Methodology

The program incorporates:



- Real-world case studies and crisis scenarios
- Practical tools for planning, assessment, and crisis operations
- Group discussions and leadership exercises
- Scenario-based simulations to reinforce critical skills

Beyond the Course

Participants return to their roles ready to:

- Lead strategic planning with confidence and clarity
- Strengthen organizational resilience and crisis readiness
- Drive communication, collaboration, and leadership during disruptions
- Build long-term value through adaptive and proactive strategic practices

