BLACKBIRD FOR TRAINING

Advanced Business Continuity & Crisis Management Training

1 – 5 August 2027
Istanbul (Turkey)



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Why This Course

Organizations face disruptions that can affect operations, people, technology, supply chains, reputation, and long-term stability. These disruptions may come from cyber incidents, natural disasters, system failures, supplier issues, health emergencies, security events, or wider business crises. When organizations are not prepared, even a short interruption can lead to serious operational and financial consequences.

Business Continuity Management and Crisis Management work together to strengthen organizational resilience. BCM helps organizations prepare for disruption, maintain critical activities, and recover effectively. Crisis Management helps leaders respond under pressure, make timely decisions, communicate clearly, and protect stakeholder confidence during critical incidents.

This intensive 1-week course equips professionals with advanced skills in Business Continuity Management and Crisis Management. Through expert instruction, practical workshops, real-world case studies, and simulation exercises, participants will learn how to assess risks, conduct business impact analysis, develop continuity plans, manage crisis response, and build a more resilient organization.

What You'll Learn and Practice

By joining this program, you will:

- Understand the principles of Business Continuity Management and Crisis Management.
- Explore key standards and good practices, including ISO 22301 and BCI Good Practice Guidelines.
- Apply organizational resilience principles to business continuity and crisis planning.
- Conduct risk assessments and identify disruption scenarios.
- Perform Business Impact Analysis to determine critical functions and dependencies.
- Define Recovery Time Objectives and Recovery Point Objectives.
- Develop business continuity and disaster recovery plans.
- Create continuity strategies for critical operations, IT, suppliers, and resources.
- Establish crisis management team roles, responsibilities, and escalation procedures.
- Apply decision-making techniques during crisis situations.
- Develop crisis communication and stakeholder management strategies.
- Design and conduct crisis simulations, tabletop exercises, and BCP tests.
- Integrate BCM with enterprise risk management and continuous improvement practices.



The Program Flow

Day 1: Foundations of Business Continuity and Crisis Management

- Introduction to Business Continuity Management and Crisis Management concepts.
- Understanding the difference and connection between BCM, CM, disaster recovery, and organizational resilience.
- Regulatory frameworks and standards, including ISO 22301 and BCI Good Practice Guidelines.
- Organizational resilience principles and success factors.
- BCM lifecycle and program management.
- Governance, roles, responsibilities, and ownership in BCM and CM.
- Practical exercise: Assessing current BCM and crisis readiness.

Day 2: Risk Assessment and Business Impact Analysis

- Risk identification and assessment methodologies.
- Identifying internal and external disruption risks.
- Conducting a Business Impact Analysis.
- Determining critical business functions, processes, systems, suppliers, and resources.
- Understanding operational, financial, regulatory, reputational, and customer impacts.
- Setting Recovery Time Objectives and Recovery Point Objectives.
- Workshop: Building a BIA template and identifying critical recovery priorities.

Day 3: Business Continuity Strategy and Plan Development

- Developing continuity strategies for critical business functions.
- Selecting practical recovery options and response arrangements.
- Creating and documenting Business Continuity Plans.
- IT disaster recovery planning and technology resilience.
- Supply chain resilience strategies.
- Defining plan activation, escalation, communication, and recovery procedures.
- Practical exercise: Developing a tailored Business Continuity Plan structure.

Day 4: Crisis Management and Communication

- Crisis management team roles and responsibilities.
- Building effective crisis command, control, and coordination structures.
- Decision-making during crises and high-pressure incidents.
- Managing information flow and situational awareness.
- Effective crisis communication strategies.
- Managing stakeholder relationships during incidents.
- Role play: Responding to a crisis scenario with leadership, communication, and decision-making practice.



Day 5: Exercising, Maintenance, and Continuous Improvement

- Designing and conducting BCP exercises and crisis simulations.
- Tabletop exercises, walkthroughs, functional exercises, and full simulations.
- Plan maintenance, review, and update processes.
- Capturing lessons learned and integrating improvements.
- BCM program metrics and reporting.
- Integrating BCM with enterprise risk management frameworks.
- Final activity: Designing a tabletop exercise and BCM governance roadmap.

Individual Impact

- Strengthen your ability to develop and manage BCM and crisis management programs.
- Improve confidence in conducting risk assessments and Business Impact Analysis.
- Build practical skills in continuity planning and disaster recovery preparation.
- Enhance decision-making and communication skills during crises.
- Gain experience in designing simulations and testing organizational readiness.
- Develop practical tools for maintaining and improving BCM effectiveness.

Work Impact

- Improve organizational resilience and readiness for disruption.
- Strengthen continuity planning for critical functions, systems, and supply chains.
- Reduce operational, financial, regulatory, and reputational impacts during incidents.
- Improve crisis coordination, communication, and stakeholder confidence.
- Support better integration between BCM, crisis management, risk management, and governance.
- Build a culture of preparedness, accountability, and continuous improvement.

Training Methodology

This program uses a practical, scenario-based approach to help participants apply BCM and crisis management tools in real organizational settings. Learning methods include:

- Interactive discussions and expert-led facilitation.
- BCM and crisis management case studies.
- Risk assessment and Business Impact Analysis workshops.
- Business Continuity Plan development exercises.
- Crisis communication and stakeholder management role plays.
- Tabletop exercise and crisis simulation design.
- Group work, peer review, and facilitator feedback.
- Practical templates, checklists, and BCM implementation tools.



Beyond the Course

Upon completion, participants will be ready to strengthen business continuity and crisis management practices with greater confidence and structure. They will return prepared to:

- Develop a tailored Business Continuity Plan for their organization.
- Create crisis communication and stakeholder management strategies.
- Conduct risk assessments and Business Impact Analysis.
- Design tabletop exercises to test crisis readiness.
- Establish BCM governance structures, responsibilities, and reporting routines.
- Build a BCM program roadmap that supports resilience, recovery, and continuous improvement.

