

present

# Crisis Leadership

Crisis & Emergency Management | Business Continuity Management | Risk Management

“Business under Stress”

- Crisis Management
- Strategic Management of Emergencies
- Emergency Management
- Emergency Response

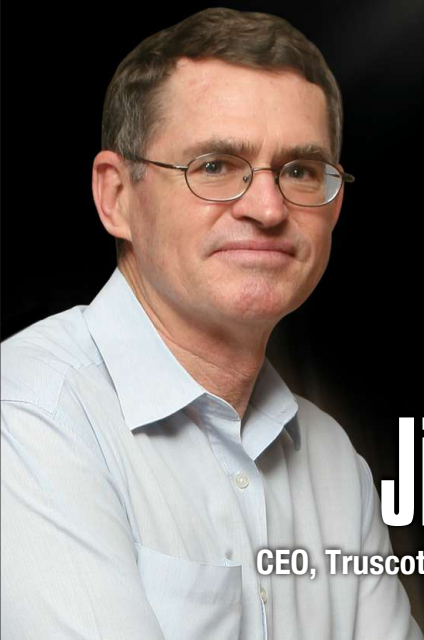
“Business as usual”



- Business Continuity Management

“Business as usual or customer facing”

Crisis Leadership Resilience Model



Course Director:

**Jim Truscott**

CEO, Truscott Crisis Leaders, Australia

16 - 17 November 2011,  
Sheraton Hotel & Towers, Karachi

18 - 19 November 2011,  
Pearl Continental Hotel, Lahore

9:15 am - 5:00 pm

...only from Octara !!!

For Details & Registration: Tel: 021-34534261, 021-34536315  
Fax: 021-34520708, E-mail: register@octara.com | www.octara.com

Jim Truscott has been a Crisis Practitioner and Continuity Planner for his entire career initially in government special operations where he was intimately involved in coordinating strategic responses to regional and global crises, and now as a consultant. During his 35 years in strategic and operational environments he has had a central leadership role within multi-disciplinary teams over a diverse range of high-risk enterprises and emergencies. He writes business contingency plans to deal with an array of issues, threats and risks, and he trains executives and Management Teams in the art of crisis leadership across Asia Pacific. His experience in planning strategy in situation rooms and concurrently managing emergencies in operations rooms allows him to conduct challenging exercises for corporations and businesses across all sectors. He has consulted in 20 countries across multiple sectors including banking, insurance, broking, government, manufacturing, mining, rail, aviation, maritime, energy, water, power, construction, oil & gas, food moving consumer goods, not for profit, hotel and entertainment.



**Few top local & international clients that have benefitted from Jim Truscott's workshops:**



**What delegates have said about Jim's previous courses**

"Exploring for oil in harsh and remote environments is a challenging business. Being able to successfully manage and recover from an emergency or crisis situation is not only an essential survival technique but good business. Applying the knowledge has given our organization the ability to "master the game" and "ride the tiger."  
**Bruce Hayes - Group Security Manager, Oil Search Limited**

"I must not forgo without mentioning that the workshop you did here at IABC Bangalore Launch was not only lightning in speed but also enlightening on a few unknown aspects in the era. This is my humble feedback to you after having worked in the areas of communications for a little over a decade."  
**Krishna Mariyanka - Lead Advisor Marketing & Communications, Shell Technology India**

"It occurred to me a number of times, how businesses at times overlook seemingly innocuous processes, which are almost second nature to us and land in a soup. We shall continue to explore possibilities of using your skill set, which let me put it simply, is rare in the corporate world."  
**Sanjiv Bhalla - Head Business Security & Crisis Management, BP India**

"One of the things I like about your approach is the asymmetric threats you often list - real heart stoppers for any business who sits down and has a decent think about them. They are very rarely listed or even considered by the majority of your more pedestrian competitors."  
**Karl Sullivan - General Manager Policy, Risk & Disaster Planning Directorate, Insurance Council of Australia**

Course Director:  
**Jim Truscott**  
 CEO, Truscott Crisis Leaders, Australia

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16 - 17 November 2011, Sheraton Hotel & Towers, Karachi | 18 - 19 November 2011, Pearl Continental Hotel, Lahore

## Day One

### Crisis & Emergency Management

The first training day consists of a series of interactive modules with a CMT and EMT simulation. It gives participants an understanding of the strategies and actions needed to prevent and manage corporate crises and business interruptions. It is aimed at middle and senior managers who must lead, coordinate or support their company's response to a business continuity, reputation or liability crisis in the resource and related sectors.

#### Objectives:

**On completion, participants will be able to:**

- Determine how much effort should be put into Crisis Management and Emergency Response preparation in their own businesses
- Benchmark their own company's capability to respond to crises and emergencies
- Design an expedient capability for their own company or improve their existing plans
- Identify the competencies required for CMT and EMT, Media & HR Support Teams and Call Centres
- Relate to the stress of a crisis simulation through having to devise strategies & plans and communicate under pressure

#### What we will cover?

- The relationship between Emergency, Issues, Risk, Safety, Security, Business Continuity and Crisis Management
- How crises occur and what should be done before they occur
- Company crisis and ER architecture
- Recognition and notification of crises and emergencies
- CMT & EMT activation and supporting facilities
- In-crisis Management Team actions and supporting media & HR processes
- Managing information quickly, internal Call Centres and crisis communication
- Developing and implementing business continuity, reputation and liability strategies
- Crisis leadership in the boardroom

Crisis Simulation in which participants will operate in two half groups so that each has the opportunity to perform as a CMT or EMT and also to represent an array of internal and external stakeholders.

## Day Two

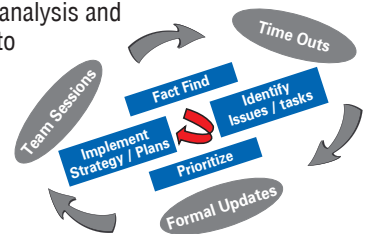
### Business Continuity Management

The second training day provides in-depth & practical methodologies and technical guidance behind the current best practices in business continuity planning

#### Objectives:

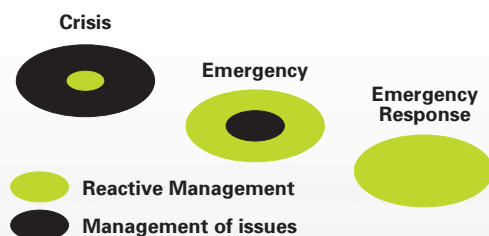
**On completion, participants will be able to:**

- Complete the functional components of a plan
- Apply components of risk analysis and risk assessment and how to identify critical business functions
- Develop recovery alternatives for business functions and communications facilities
- Develop recovery methods, and procedures and techniques for monitoring and controlling recovery plan tests



#### What we will cover?

- Key concepts and definitions, evaluating business processes and their tolerance to outages
- Selecting the approach, continuity strategies and implementation that is best suited for your organization
- Virtual Crisis Management Environments and methods on how to store and execute plans in different time zones and locations
- Practical methods for successful testing of BCP



Business continuity simulation to practice the skills, techniques and methods in action behind successful planning. In this fast moving session participants work as industry aligned Management Teams to develop and implement BC, liability and reputation strategy under pressure. Participants step through a scenario requiring each Management Team to find and check the facts, identify stakeholders and prioritize issues, brainstorm potential strategies and develop a pathway to the future. We will show how the best Management Teams multi-task, using team sessions and timeouts to achieve team and time discipline.

**Crisis Leadership = Crisis & Emergency Management + Business Continuity Management  
Risk Management**

## Benefits of Attending

- › Successfully manage and recover from any emergency, crisis or outage - essential survival techniques
- › Applying the knowledge contained in this workshop will give your organization the ability to "master the game" and "ride the tiger".
- › Capture the essence of successful crisis leadership; understanding and anticipating the 'threat', fighting for information, encouraging and developing agile pre-emptive and response strategies, seizing the initiative and exploiting opportunities while applying strong teamwork underpinned by 'raw leadership'
- › Experience gained from this workshop will establish the company's reputation for being prepared and able to survive.
- › Valuable training for participants in honing their capabilities with regards to crisis preparedness.
- › Aimed at the besieged executive who has the nerve and the drive to confront threats in their company environment but who lacks the essential package of strategic ideas and guidelines set out clearly for immediate implementation.
- › Provides both the questions and the answers for harried executives struggling to overcome crises and turmoil.
- › Immediate practical advice to senior managers finding themselves faced with a monstrous crisis that requires immediate sound decision & action.
- › It gives unique insights into crisis leadership including the mental toughness, stamina and tenacity that people require. It highlights big ticket items for participants to work on improving in the short term and also organizationally looking forward, taking into account both weaknesses and strengths.
- › Exposes participants to skill sets that are rare in the corporate world.

## Who Should Attend:

**This Masterclass is developed for decision makers from the following departments:**

Business Continuity & Disaster Recovery, Risk Management, Crisis Management, Corporate Security, Emergency Management / Contingency Planning, Environment, Health & Safety, Enterprise Planning, Information Technology & Telecommunications, Finance, Operations, Human Resources, Legal, Communications and Corporate Affairs.

## Crisis Communication Mediums and Collaborative Response



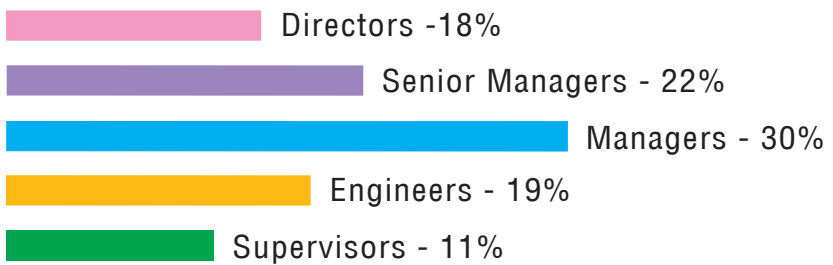
Connect, Communicate, Continue



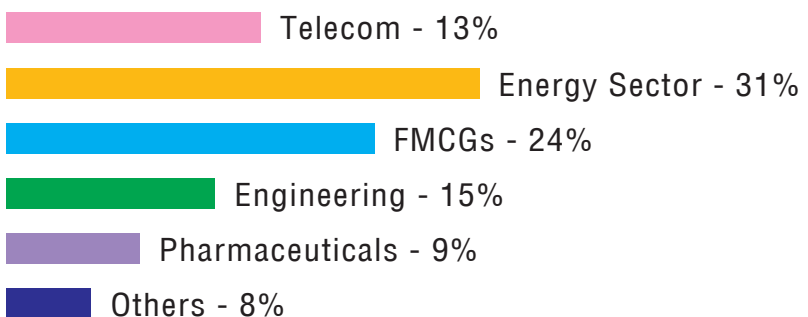
Participants of Jim Truscott's previous courses  
**“Mastering Business Continuity Practices”**  
**and “Emergency Response”**  
 held at Karachi in 2009

These courses were a tremendous success. Participants from the top companies of Pakistan took part in these workshops, bringing in diversified experience to the program which may also be gauged from the following data compiled.

**By Participant Profile**



**By Industries Represented**



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## Workshop Investment

**PKR 34,999/-**  
per participant

**10% Group Discount**  
on 2 or more nominees

Fee includes course material, Octara certificate,  
lunch, refreshments & business networking

### Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
**Muhammad Adeel Khalil**  
E-mail : madeel@octara.com  
          : register@octara.com  
Tel : 021-34534261, Cell: 0300-8937513  
Fax : 021-34520708, 021-34546639
- Send your cheque in favor of "Octara Private Limited"  
To: **Muhammad Imran Anwer**  
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Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

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#### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

#### Strategic Partners



Logistics Partner



## Bring Crisis Leadership In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at [jason.bosco@octara.com](mailto:jason.bosco@octara.com) or call at **0332-2422732** for more details

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**Ramiz Allawala, USA & Pakistan**



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27 & 28 October 2011, Lahore

#### Effective Contract Management

26 October 2011, Karachi  
29 October 2011, Lahore  
**Dr. Dermot Carey, Ireland**



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16 - 17 November 2011, Lahore  
**Ian Ruskin Brown, UK**



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**Roger Harrop, UK**



#### Product Launch & Brand Positioning Strategies

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