



»»»» **7-8 June 2012** | At Pullman Kingpower Hotel Bangkok

# CRISIS LEADERSHIP

**Crisis Management | Emergency Management | Business Continuity Management**

**Course Director:**



**Jim Trussott**

CEO, Trusscott Crisis Leaders,  
Australia

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

**“Business under Stress”**



» Business Continuity Management

“Business as usual”

“Business as usual or customer facing”

**Crisis Leadership Resilience Model**



*Dancing With The Tiger*

THE ART OF BUSINESS CRISIS LEADERSHIP BEST  
IN CLASS PRACTICES **WORKSHOP 7-8 JUNE 2012**

Organized by:



\*The training program will be conducted in English.

# CRISIS LEADERSHIP

**DAY ONE: 7 June 2012 (THURSDAY)**



## TRAINING SCHEDULE

- ⇒ (1½ hours) Crisis Planning - Business Resilience Frameworks
- ⇒ (2 hours) Crisis & Emergency Management - Tools to develop and implement emergency plans and crisis strategy under pressure
- ⇒ (2 hours) Traditional Media Spokespersons and Social Media Commentators - Theory & Practice
- ⇒ (one hour) The Communications Support Team - Theory & Practice

## CRISIS & EMERGENCY MANAGEMENT

The first training day consists of a series of interactive workshops and communications practicals. It gives participants an understanding of the actions needed to 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 any sectors.

### OBJECTIVES:

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

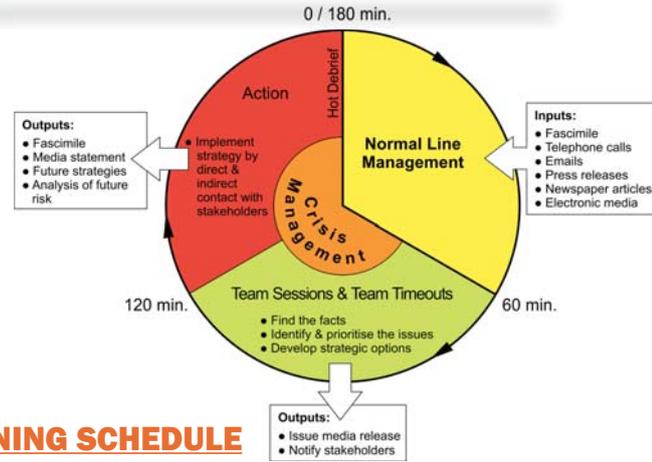
- Determine how much effort should be put into resilience in their own businesses
- Benchmark their own company's capability to respond to crises and emergencies
- Design an expedient capability for their own company or improve their existing plans
- Identify the competencies required for CMT and EMT, Spokespersons & Media Support Teams
- Relate to the stress of a crisis through having to 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 processes
- Managing information quickly, internal and external communications

**7-8 JUNE 2012**  
AT PULLMAN KINGPOWER HOTEL BANGKOK

**DAY TWO: 8 June 2012 (FRIDAY)**



## TRAINING SCHEDULE

- ⇒ (one hour) Call Centres and the Telephone Response Team - Theory & Practice
- ⇒ (one hour) The HR Support Team - Theory & Practice
- ⇒ (1½ hours) Crisis Game
- ⇒ (1½ hours) Risk & Business Continuity Management - Good Practices and Ground Zero Approaches
- ⇒ (½ hour) Virtual Crisis Management Environments (VCME) - Notification and Collaboration Tools
- ⇒ (one hour) Business Continuity Game

## CRISIS & BUSINESS CONTINUITY MANAGEMENT

The second training day continues with interactive workshops for Call Centres and HR Support Teams concluding with a simulation. It then focusses on current best practices in business continuity planning.

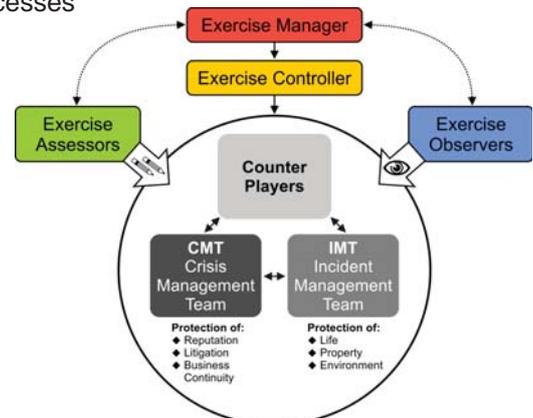
### OBJECTIVES:

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

- Identify the competencies required for Call Centres & HR Support Teams
- Developing and implementing business continuity, reputation and liability strategies
- Crisis leadership in the boardroom
- Determine how much Business Continuity Planning is enough

### WHAT WE WILL COVER?

- 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
- In Crisis - Business Continuity Team actions and supporting processes



# ABOUT OUR TRAINER



**Jim Truscott** is the CEO of Truscott Crisis Leaders, a global management consultancy with its head office in Perth, Australia. [www.crisisleaders.com](http://www.crisisleaders.com) He 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. As a civil engineer in special operations he has destroyed much critical infrastructure. As a consultant in business he has advised on the protection of the same infrastructure. He now writes business contingency plans to deal with an array of issues, threats and risks, and he rehearses 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 advise 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.

## 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 Master class 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.

## PROGRAM TIMETABLE (DAY 1 & DAY 2)

8:30 a.m. (Day 1)	Registration and Morning Coffee
8:30 a.m. (Day 2)	Morning Coffee
9:00 a.m.	Program Commences
10:30 a.m. to 10:45 a.m.	Morning Refreshments
12:30 a.m. - 1:30 p.m.	Lunch
3:00 p.m. - 3:15 p.m.	Afternoon Refreshments
5:00 p.m.	End of Program



**Remark:** The organizer reserves the rights to amend this tentative program timetable due to real-time workshop activities and learning environment.

# TESTIMONIALS

"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 contained in this book has given our organisation the ability to "master the game" and "ride the tiger"."

**Bruce Hayes, Group Security Manager, Oil Search Limited**

"For any global multinational organization, the threat of a crisis situation remains an omnipresent reality and having an effective company crisis preparedness plan is a key requirement. However no matter how robust an organization's crisis management strategy is – there is no better test of its effectiveness in a crisis situation, than putting it into play.

The experience gained from training establishes the company's reputation for being prepared and able to survive. The simulation of crisis scenarios developed by Jim Truscott and his team, have been extremely valuable training for the crisis management teams in many Shell Companies in honing their crisis preparedness capabilities."

**Priti Devi, Advisor Sustainable Development, Environment, Shell Global Manufacturing**

"Firstly thank you for your guidance and efforts during the CMT training and subsequent exercise. I personally found it extremely useful and it has highlighted some big ticket items for us to work on improving in the short term and also organisationally looking forward. I am a firm believer in rigorous and regular ER training and thought the scenario, whilst not necessarily the best for actually testing the capabilities of the CMT from a business management point of view (a point which you noted in the wash-up), was extremely well executed by you and your assembled team. I have been involved in many exercises facilitated by various ER specialists, and the exercise ranked amongst the best. My thanks for that and I certainly look forward to future interactions."

**Nik Fitzpatrick, HSE Manager, Clough Group**

"In undertaking this exercise we have been able to identify both our weaknesses and strengths, whilst also providing assurance to our Board that GWMWater is well equipped to manage an emergency situation. The positive feedback received from Jim Truscott of Crisis Leaders has been conveyed to staff involved in the exercise and will be used as a valuable resource to further develop the areas that we need to improve on."

**Peter McManamon, Chief Executive Officer, GWMWater**

"I must not forego without mentioning that the quick 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**

"I have enjoyed the exercise very much and I appreciated your insights into crisis management. As I told you I always appreciated the mental toughness, stamina and tenacity people with your training show. May be one day I can at least partially get there."

**Mohamed Nagib, Director Smelter Operations, Dubai Aluminium**

"It was a pleasure meeting you and going through your book *Riding The Tiger*. I did get nostalgic at places, and it did occur to me a number of times going through the book, how businesses at times overlook seemingly innocuous processes, which are almost second nature to us, and land in a soup. I look forward to meeting you whenever you are in Mumbai next and 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**

"The ER drill was successful and again my impression is that these exercises are well facilitated by your team."

**Phil Hannell, HSE & Operational Assurance Manager, Talisman Australasia**

"I would like to take this opportunity to formally thank Truscott for the EMT training provided over the last few months. In particular our thanks go to the Crisis Practitioners for conducting the training in a professional manner that was user friendly and easily absorbed by all of our EMT members."

**Greg Harrison, General Manager, Western Australia, AJ Lucas Operations**

"On behalf of Sasol I would like to thank you for your support of the Awapa-1 drilling campaign. Although we did not discover any hydrocarbons, the execution of the campaign has been a success and has been completed in a very professional manner on time and under budget. Given the challenges of operating in PNG, this is no small feat, and has only been made possible through the hard work and dedication of everyone involved. Most importantly, operations were also completed with an excellent HSE record, and the focus and attention to safety on our campaign from all personnel in our operations is greatly appreciated by myself and Sasol Management."

**Paul Fidler, Drilling Operations Manager, Sasol Petroleum PNG**

## Bangkok and Thailand floods: business continuity updates

This page is being updated with information related to the flooding crisis.

**Thailand government update: 2nd November**

The flooding situation in Bangkok has improved and is now unlikely to reach critical levels.

Speaking at the Flood Relief Operations Center at the Energy Complex on Vibhavadi Rangsit Road, the Prime Minister, Yingluck Shinawatra, revealed that the flooding situation in the city remained stable and if there were no more breached flood barriers, the situation would improve gradually after recent high tides.

She said that the runoff from the North continued to head toward Bangkok, but it would not come in an enormous amount at the same time. Water management is being carried out to ensure that the flood water will not enter Bangkok quickly. The Government is accelerating water drainage in both the eastern and western parts of the city, although water diversion in the western part has been quite difficult.

People have been urged to be vigilant for the upcoming two periods of high tides, one between November 11 and 17 and the other, from November 25 to 30.

According to the Prime Minister, the Government has prepared an initial fund of 80 billion baht to provide urgent rehabilitation for affected individuals, small businesses, and farmers. The banking sector would extend more than 300 billion baht in credit to bring quick recovery to industrial estates. She pointed out that post-flood rehabilitation could take at least three months. As for affected Japanese investors, she said, the Government would provide them with assistance in various forms.

President of TOT Public Company said that TOT had set up a center to monitor the flooding situation and look after its communication networks, so that the public and businesses would be able to continue to use them without disruption. TOT teams of engineers are working around the clock to help solve technical problems in the communication and telecommunication systems. The hotline of the TOT contact center is 1100.

(<http://www.continuitycentral.com/news06007.html>)

## SET urges plans to cover floods

• Published: 5/11/2011 at 03:42 AM

Business operators should be required to include flooding in their business continuity plans (BCP) and revise those plans on a yearly basis, says Charamporn Jotikasthira, the president of the Stock Exchange of Thailand.

"After the floods recede, all brokers, listed companies in any sector, including the stock market itself, must have revised BCPs," he said yesterday.

"Previously, we might have planned for irregular incidents but from now on, floods are expected to occur more frequently. Hence, I suggest every company revise its plan to cope with yearly flooding."

([www.bangkokpost.com](http://www.bangkokpost.com))