

**MSS SUCCESS SPACES**

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CRISIS MANAGEMENT TRAINING IN THE PHILIPPINES

Leading with Clarity, Control, and Confidence When It Matters Most

TRAINING OVERVIEW

A crisis can disrupt operations, endanger employees, damage customer trust, attract regulatory scrutiny, and threaten an organization's reputation within minutes. Whether caused by operational failures, workplace incidents, cybersecurity breaches, natural disasters, product problems, leadership controversies, financial disruptions, misinformation, or reputational issues, the quality of an organization's response often determines whether the situation is contained or becomes significantly worse.

Our **Crisis Management Training in the Philippines** equips leaders and crisis response teams with the knowledge, practical tools, and leadership competencies needed to prepare for, respond to, communicate during, and recover from organizational crises. Participants learn how to recognize early warning signs, assess the seriousness of a situation, activate an appropriate response structure, make decisions under pressure, coordinate stakeholders, communicate credible information, and restore operational stability.

This **Training on Crisis Management in the Philippines** distinguishes a crisis from an emergency, incident, disaster, business continuity disruption, and routine operational problem. It helps participants determine when a situation should be escalated, who should be involved, what priorities must be protected, and how leaders can remain calm, visible, decisive, and compassionate when employees and stakeholders need direction.

The program covers the entire crisis management cycle—from preparedness and prevention to response, stabilization, recovery, and organizational learning. Participants work through realistic crisis scenarios, tabletop exercises, leadership simulations, stakeholder communication activities, decision-making challenges, and action planning exercises.

Using MSS Corporation's signature **EnterTRAINment®** methodology, this practical program transforms crisis management concepts into concrete workplace capabilities that participants can immediately apply within their organizations.

TRAINING GOAL

To equip participants with the practical crisis management and crisis leadership competencies needed to assess critical situations, activate coordinated responses, make sound decisions, communicate effectively, protect stakeholders, stabilize operations, and strengthen organizational resilience.

TRAINING OBJECTIVES

By the end of the training, participants will be able to:

- Differentiate crises from incidents, emergencies, disasters, and operational disruptions.
- Identify potential crisis scenarios, vulnerabilities, warning signs, and escalation triggers.
- Establish appropriate crisis management roles, responsibilities, and response priorities.
- Apply structured decision-making techniques during uncertain and high-pressure situations.
- Lead employees and communicate effectively with internal and external stakeholders.
- Develop practical actions for crisis stabilization, recovery, learning, and future preparedness.

ONE-DAY CRISIS MANAGEMENT TRAINING PROGRAM OUTLINE

Recommended Schedule: 8:00 AM–5:00 PM

Time	Modules and Major Topics	Activities and Practical Outputs
8:00 AM–10:00 AM	MODULE 1: Understanding Crises and Organizational Readiness The Nature of Organizational Crises • Crisis, incident, emergency, and disaster • What makes a situation escalate • Operational, people, cyber, financial, reputational, and external crises The Crisis Management Cycle • Prevention and preparedness • Response and stabilization • Recovery and organizational learning Recognizing Vulnerabilities and Warning Signs • Internal and external risk signals • Crisis scenarios and potential consequences • Readiness gaps that increase organizational exposure Crisis Leadership Responsibilities • Leadership visibility and accountability	Activity: Crisis Vulnerability Scan Participants identify realistic crisis scenarios that could affect their organization and evaluate current readiness. Practical Outputs: • Organizational Crisis Scenario List • Crisis Vulnerability Map • Crisis Readiness Gap Assessment

Time	Modules and Major Topics	Activities and Practical Outputs
	Protecting people, operations, reputation, and stakeholder trust	
10:00 AM–10:15 AM	Morning Break	
10:15 AM–12:00 NN	MODULE 2: Assessing the Situation and Activating the Crisis Response Rapid Crisis Assessment - Establishing verified facts - Determining severity, urgency, and potential impact - Separating facts, assumptions, and misinformation Escalation and Activation Criteria - When to activate the crisis management team - Crisis levels and response thresholds - Internal notification and escalation protocols Crisis Management Team Structure - Crisis leader and functional response roles - Decision authority and accountability - Coordination with emergency, continuity, legal, HR, IT, and communications teams Establishing Immediate Priorities - People and safety - Operational control and continuity - Compliance, reputation, and stakeholder confidence	Activity: Crisis Activation Tabletop Exercise Teams evaluate an unfolding crisis, determine its severity, activate the appropriate response, and assign responsibilities. Practical Outputs: - Crisis Severity and Escalation Matrix - Crisis Management Team Structure - Initial Crisis Response Checklist
12:00 NN–1:00 PM	Lunch Break	
1:00 PM–3:00 PM	MODULE 3: Leading, Deciding, and Communicating During a Crisis Crisis Leadership Under Pressure - Remaining calm, visible, and decisive - Leading with empathy and credibility	Activity: Crisis Leadership and Communication Simulation Participants respond to new developments, conduct a crisis briefing, make time-sensitive decisions, and communicate with affected

Time	Modules and Major Topics	Activities and Practical Outputs
	- Preventing panic, confusion, blame, and leadership paralysis Decision-Making Under Uncertainty - Working with incomplete information - Balancing urgency, risks, and consequences - Recording assumptions, decisions, and accountabilities Coordinating People and Response Teams - Maintaining a common operating picture - Delegating without losing control - Conducting effective crisis briefings and updates Crisis Communication - Employees, customers, suppliers, regulators, media, and communities - Message consistency, timing, transparency, and confidentiality - Managing rumors, misinformation, and social media pressure	stakeholders. Practical Outputs: - Crisis Decision Log - Stakeholder Communication Matrix - Initial Holding Statement - Leadership Briefing Guide
3:00 PM–3:15 PM	Afternoon Break	
3:15 PM–5:00 PM	MODULE 4: Stabilizing Operations, Recovering, and Strengthening Resilience Crisis Stabilization - Containing immediate consequences - Restoring operational control - Coordinating continuity and temporary work arrangements Transitioning from Response to Recovery - Determining recovery priorities - Restoring services, resources, and stakeholder confidence	Activity: Crisis Recovery and After-Action Workshop Participants evaluate the simulated response, identify lessons learned, and develop priorities for strengthening organizational readiness. Practical Outputs: - After-Action Review - Crisis Recovery Roadmap 30-60-90-Day Crisis Preparedness Action Plan

Time	Modules and Major Topics	Activities and Practical Outputs
	• Returning to normal or improved operations Learning After the Crisis • After-action reviews and debriefing • Identifying root causes and response gaps • Converting lessons into corrective and preventive actions Strengthening Future Preparedness • Updating crisis plans, protocols, and communication tools • Conducting drills and simulations • Building a crisis-ready leadership culture	

THE C.A.L.M.™ CRISIS MANAGEMENT FRAMEWORK

The MSS Framework for Leading Organizations Through Crisis

MSS Corporation's proprietary **C.A.L.M.™ Framework** provides leaders and crisis response teams with a practical process for managing critical situations while maintaining clarity, coordination, and stakeholder confidence.

C — Clarify the Situation

Establish the facts, determine the seriousness of the crisis, identify what is known and unknown, and understand its potential consequences.

A — Activate the Response

Mobilize the appropriate crisis management team, establish priorities, assign responsibilities, and activate relevant response and communication protocols.

L — Lead Decisions and Communication

Make timely and responsible decisions, coordinate teams, communicate credible information, and provide employees and stakeholders with clear direction.

M — Mobilize Stabilization and Recovery

Contain the crisis, restore operations, support affected stakeholders, conduct an after-action review, and strengthen preparedness for future disruptions.

TRAINING METHODOLOGY

Following MSS Corporation's **EnterTRAINment®** philosophy, this program combines practical learning, active participation, and realistic application through:

- Interactive facilitator-led discussions
- Crisis vulnerability assessments
- Realistic organizational case studies
- Crisis management tabletop exercises
- Leadership decision-making simulations
- Crisis team role assignments
- Stakeholder communication exercises
- Crisis briefing role plays
- Scenario escalation challenges
- Individual and group reflection
- After-action reviews
- Recovery and preparedness planning
- Facilitator coaching and feedback

The outline naturally supports searches for **Crisis Management Training in the Philippines, Training on Crisis Management in the Philippines, Managing Crisis Training in the Philippines, Training on Managing Crisis in the Philippines, Crisis Leadership Training in the Philippines, Training on Crisis Leadership in the Philippines, Leading During Crisis Training in the Philippines, and Training on Leading During Crisis in the Philippines**, while also establishing relevance for related topics such as crisis preparedness, crisis response, decision-making under pressure, crisis communication, organizational resilience, emergency leadership, business continuity, and reputation management.

FREQUENTLY ASKED QUESTIONS (FAQs)

1. What is Crisis Management?

Crisis Management is the structured process of preparing for, responding to, stabilizing, and recovering from events that may significantly threaten an organization's people, operations, reputation, finances, legal position, or stakeholder confidence.

It involves more than reacting to an emergency. Effective crisis management requires clear leadership, defined roles, rapid assessment, coordinated decision-making, stakeholder communication, operational stabilization, and post-crisis learning.

2. What is the difference between a crisis, an incident, an emergency, and a disaster?

An **incident** is an event that disrupts normal operations but can usually be managed using routine procedures.

An **emergency** requires immediate action to protect people, property, or the environment.

A **disaster** causes severe and widespread disruption that may exceed the organization's available resources and response capacity.

A **crisis** is a high-impact situation that creates significant uncertainty, threatens strategic priorities or stakeholder trust, and requires urgent executive-level decisions and coordinated organizational action. One event may fall under more than one classification depending on its severity and consequences.

3. Who should attend this Crisis Management Training?

This training is ideal for:

- Business owners and executives
- Senior managers and department heads
- Crisis management team members
- Business continuity professionals
- Risk management professionals
- Human resources leaders
- Corporate communication and public relations professionals
- Safety, security, and emergency response personnel
- Information technology and cybersecurity leaders
- Operations and facilities managers
- Legal, compliance, and governance professionals
- Customer service and stakeholder management teams
- Supervisors and team leaders
- Employees assigned to emergency, continuity, or crisis response roles

4. What types of crises are discussed during the training?

The program may cover organizational crises involving:

- Workplace accidents and safety incidents
- Natural hazards and severe weather events
- Fires, earthquakes, floods, and other emergencies
- Cybersecurity breaches and information loss
- Technology and system failures
- Product defects, recalls, or service failures
- Financial and operational disruptions
- Supply chain interruptions
- Employee misconduct or labor-related concerns
- Leadership controversies
- Customer complaints that become reputational issues
- Social media criticism and misinformation
- Data privacy and regulatory incidents
- Public relations and media crises
- Threats to employees, customers, or organizational facilities

Customized scenarios may be developed based on the organization's industry, operations, location, risk exposure, and crisis history.

5. Is Crisis Management the same as Business Continuity Management?

No. They are closely related but have different primary purposes.

Crisis Management focuses on leadership, strategic decisions, coordination, stakeholder communication, and the overall management of a high-impact situation.

Business Continuity Management focuses on keeping critical products, services, and business activities operating during and after a disruption.

During an actual crisis, both disciplines must work together. Crisis leaders provide direction and priorities, while business continuity teams activate plans for maintaining or restoring essential operations.

6. Does the program cover Crisis Leadership?

Yes. Crisis leadership is a major component of the training. Participants learn how to remain calm, visible, decisive, compassionate, and credible while operating under pressure.

The program discusses how leaders can:

- Establish clear priorities
- Make timely decisions despite incomplete information
- Prevent panic and confusion
- Communicate honestly without creating unnecessary alarm
- Support affected employees and stakeholders
- Delegate responsibilities appropriately
- Maintain accountability
- Protect organizational trust
- Lead the transition from response to recovery

7. Does this training include Crisis Communication?

Yes. Participants learn how to communicate with employees, customers, suppliers, regulators, media representatives, communities, and other affected stakeholders.

The training covers:

- Internal and external communication responsibilities
- Initial holding statements
- Crisis briefing structures
- Message approval and spokesperson protocols
- Communicating verified facts
- Managing uncertainty and incomplete information
- Responding to rumors and misinformation
- Maintaining message consistency
- Balancing transparency, confidentiality, and legal considerations
- Monitoring stakeholder reactions and emerging concerns

8. Will participants experience a crisis simulation?

Yes. The program includes practical tabletop exercises and crisis leadership simulations. Participants respond to an unfolding scenario, assess its seriousness, assign roles, establish priorities, make decisions, and prepare stakeholder communications.

New information may be introduced during the simulation to test the team's ability to adapt, coordinate, and lead under pressure.

9. What practical outputs will participants produce?

Depending on the organization's requirements and the final program design, participants may develop:

- Crisis scenario inventory
- Crisis vulnerability map
- Crisis readiness assessment
- Crisis severity and escalation matrix
- Crisis management team structure
- Crisis response checklist
- Decision and action log
- Stakeholder communication matrix
- Initial holding statement
- Crisis leadership briefing guide
- After-action review
- Crisis recovery roadmap
- 30-60-90-day preparedness action plan

These outputs may serve as starting points for improving the organization's crisis management system.

10. Can the Crisis Management Training be customized?

Yes. MSS Corporation can customize the program based on the organization's:

- Industry and nature of operations
- Organizational structure
- Geographic locations
- Products and services
- Regulatory requirements
- Existing crisis and emergency plans
- Previous incidents or disruptions
- Key stakeholders
- Crisis management maturity
- Operational and reputational risks

Customized case studies, simulations, communication exercises, and workshop outputs may be developed using realistic organizational situations.

11. Is the program available onsite or online?

Yes. MSS Corporation can deliver the program through:

- Face-to-face classroom training
- Virtual instructor-led training
- Hybrid learning
- Customized in-house corporate training
- Executive crisis leadership workshops
- Crisis management tabletop exercises
- Multi-day crisis preparedness programs

For highly interactive crisis simulations, face-to-face or fully facilitated virtual delivery is generally recommended.

12. Can this training help us develop a Crisis Management Plan?

The one-day training primarily develops awareness, leadership capability, practical response skills, and initial planning outputs. It may help participants identify what should be included in a Crisis Management Plan.

Organizations requiring a complete plan may engage MSS Corporation for a separate consultancy or facilitated planning intervention covering:

- Crisis governance and policy
- Crisis definitions and activation criteria
- Crisis levels and escalation protocols
- Crisis management team structure
- Roles and responsibilities
- Decision-making authority
- Notification and call-tree procedures
- Crisis response checklists
- Stakeholder communication protocols
- Crisis facilities and technology requirements
- Documentation and recordkeeping
- Recovery and demobilization procedures
- Training, drills, testing, and continuous improvement

RELATED TRAINING PROGRAMS

Organizations seeking to strengthen preparedness, resilience, leadership, and organizational response capabilities may also consider the following MSS Corporation programs:

- Business Continuity Management Training
- Business Continuity Planning Workshop
- Emergency Preparedness and Response Training
- Crisis Communication Training
- Risk Management Training

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- Enterprise Risk Management Training
- Operational Risk Management Training
- Disaster Preparedness Training
- Cybersecurity Awareness Training
- Incident Management Training
- Change Management Training
- Decision-Making and Problem-Solving Training
- Leadership and Management Training
- Conflict Management Training
- Stress Management and Personal Resilience Training
- Media Handling and Spokesperson Training
- Strategic Communication Training
- Reputation Management Training

WHY CHOOSE MSS CORPORATION?

At **Making Strong Success (MSS) Corporation**, we understand that crisis management cannot be developed through theory alone. Leaders and response teams must be able to assess uncertain situations, make difficult decisions, coordinate multiple functions, communicate under pressure, and protect stakeholder trust when consequences are serious and time is limited.

Our **Crisis Management Training in the Philippines** is delivered using our signature **EnterTRAINment®** methodology, which combines engaging discussions with realistic crisis scenarios, tabletop exercises, decision-making simulations, crisis briefings, stakeholder communication activities, after-action reviews, and practical action planning.

Participants do not simply memorize definitions or review generic crisis plans. They experience the pressures, uncertainties, competing priorities, and communication challenges that leaders may encounter during an actual crisis. Through facilitated exercises, participants discover organizational readiness gaps, test their assumptions, clarify responsibilities, and practice working as a coordinated crisis management team.

The program may be customized according to the organization's industry, operational environment, crisis exposures, existing plans, stakeholder requirements, and leadership structure. Whether the organization is preparing for operational disruptions, workplace incidents, cybersecurity breaches, natural hazards, reputational threats, product issues, employee concerns, or stakeholder controversies, MSS Corporation ensures that the learning experience remains realistic and relevant.

Our proprietary **C.A.L.M.™ Crisis Management Framework** helps participants remember and apply the essential stages of crisis response:

- **Clarify the Situation**
- **Activate the Response**
- **Lead Decisions and Communication**

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- **Mobilize Stabilization and Recovery**

Through this practical approach, organizations can strengthen crisis readiness, accelerate response coordination, improve decision quality, protect employees and stakeholders, maintain operational control, preserve trust, and emerge from disruption more resilient and better prepared.

With MSS, We Make Strong Success.