



## Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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### COURSE BROCHURE

# Crisis Management

Custom Courses / Health, Safety and Environment (HSE)

Unit Standard AATICD-0302 · NQF Level 5 · 10 Credits · 5 Days

## COURSE OVERVIEW

This course equips learners with the knowledge and skills to effectively manage crises in the workplace. It covers the principles of crisis management, the development of crisis management plans, and the application of communication and decision-making strategies during emergencies.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Custom Courses                             |
| Subfield        | Health, Safety and Environment (HSE)       |
| Unit Standard   | AATICD-0302                                |
| Accreditation   | SAQA Accredited · NQF Level 5 · 10 Credits |
| Duration        | 5 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Apply crisis management principles to identify potential crises and assess their potential impact.
- Analyze the components of a crisis management plan and evaluate their effectiveness.
- Design a crisis management plan for a simulated workplace scenario.
- Implement crisis communication strategies to manage stakeholder expectations during a crisis.
- Demonstrate decision-making skills in high-pressure crisis situations.
- Evaluate the outcomes of a crisis response and recommend improvements.

## WHO SHOULD ATTEND

- This course is designed for managers, team leaders, and designated emergency response personnel who are responsible for preparing for and responding to workplace crises.

## COURSE OUTLINE

### Day 1: Foundations of Crisis Management

- Definition and types of crises
- Crisis management framework and lifecycle
- Key principles and best practices
- Stakeholder identification and communication basics
- Legal and ethical considerations in crisis response

### Day 2: Risk Assessment and Crisis Planning

- Risk identification and analysis techniques
- Crisis plan components and structure
- Team composition and command structure
- Early warning indicators and monitoring
- Business continuity and crisis plan integration
- Scenario planning and tabletop exercises

### Day 3: Crisis Communication and Media Management

- Crisis communication principles and channels
- Media engagement and spokesperson skills
- Social media monitoring and response
- Message development and delivery
- Managing public perception and trust
- Internal communication strategies

### Day 4: Crisis Response and Decision Making

- Crisis response activation and escalation
- Decision-making frameworks and tools
- Resource management and logistics
- Operational continuity and recovery strategies
- Performance measurement and after-action reviews
- Psychological first aid and staff support

### Day 5: Leadership, Resilience, and Continuous Improvement

- Crisis leadership styles and competencies
- Resilience building and change management
- Post-crisis evaluation and learning
- Continuous improvement and plan updates
- Case studies and lessons learned
- Final assessment and action planning

## ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 17,700.00        | R 17,700.00 |
| 1         | In-House             | R 23,100.00        | R 23,100.00 |
| 1         | On-Campus (Pretoria) | R 26,700.00        | R 26,700.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue             |
|-------------|-------------|-----------|-------------------|
| 05 Oct 2026 | 09 Oct 2026 | On-Campus | Kigali, Rwanda    |
| 05 Oct 2026 | 09 Oct 2026 | On-Campus | Bangkok, Thailand |
| 05 Oct 2026 | 09 Oct 2026 | On-Campus | Lusaka, Zambia    |
| 05 Oct 2026 | 09 Oct 2026 | Online    | —                 |
| 05 Oct 2026 | 09 Oct 2026 | On-Campus | Windhoek, Namibia |
| 05 Oct 2026 | 09 Oct 2026 | On-Campus | Nairobi, Kenya    |
| 05 Oct 2026 | 09 Oct 2026 | On-Campus | Mbabane, Eswatini |
| 12 Oct 2026 | 16 Oct 2026 | On-Campus | London, UK        |

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

## HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit [www.aaticd.co.za](http://www.aaticd.co.za), open the page for this course (Unit Standard AATICD-0302) and click **Get A Quote / Apply**. Select your training method and number of delegates — your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to [apply@aaticd.co.za](mailto:apply@aaticd.co.za) — our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically — the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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