

# ***Crisis Management***

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# Introduction

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Unexpected events occur frequently in all aspects of our daily environment.

Understanding the importance and challenges to individuals when addressing crisis management or emergency situations is vital for the safety and security of human life, revenues, and reputation.

# Definitions of crisis

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- Any situation that is threatening or could threaten to harm people or property, seriously interrupt business, significantly damage reputation and/or negatively impact the bottom line.

## More Definitions of crisis

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1. An emotionally charged significant event or radical change.
2. An unstable or crucial time of affairs in which a decisive change is impending.
3. A situation with the distinct possibility of a highly desirable outcome.

# **Crisis, emergency & disaster**

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- Despite the fact that there is a difference between the terms crisis, emergency and disaster, they are closely interconnected, interdependent and overlap significantly.

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## Key Features

Crisis	Disaster	Emergency
<ul style="list-style-type: none"><li>- Uniqueness</li><li>- Danger</li><li>- Causing damage</li><li>- Unexpected</li><li>- Usually emotional</li></ul>	<ul style="list-style-type: none"><li>- Sudden Nature</li><li>- Causing loss and damage</li><li>- Unforeseen</li><li>- External assistance</li><li>- Involvement of multi stake holders</li></ul>	<ul style="list-style-type: none"><li>- Nature of urgency</li><li>- Unanticipated</li><li>- Imminent</li><li>- Creating damage</li><li>- Immediate actions</li></ul>

# What is crisis management?

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- Is the identification of threats to an organization and its stakeholders, and the methods used by the organization to deal with these threats.
- Is a situation-based management system that includes clear roles and responsibilities and process related organisational requirements company-wide.

# What is crisis management?

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- Is a discipline within the broader context of management consisting of skills and techniques required to identify, assess, understand, and cope with a serious situation, especially from the moment it first occurs to the point that recovery procedures start.

# Types of crisis

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- Natural
- Technological crises
- Confrontation
- Malevolence
- Organizational Misdeeds
- Workplace Violence
- Rumors
- Terrorist attacks/man-made disasters

# Crisis stages

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Pre-  
crisis



Acute-  
crisis



Post-  
crisis

Warning phase

Actual event

Recovery phase

# Putting crisis management into action

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- Crisis management systems and plans must be ready all time for use whenever needed.
- Appropriateness of these systems, level of training of employees and commitment of leadership all affect the results.
- The management system should clarify to all how to initiate and action in the event of a crisis.

This will depend on the type and size of the crisis.

# Overview

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A crisis management system emphasizes the importance of:

- understanding the organization's needs and the necessity for establishing crisis management policy and objectives;
- implementing and operating controls and measures for managing an organization's overall capability to manage disruptive incidents;
- monitoring and reviewing the performance and effectiveness of the system; and
- continual improvement based on objective measurement.

# Finally

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- Any incident, large or small, natural, accidental or deliberate has the potential to cause major disruption to the organization's operations and its ability to deliver products and services.
- However, implementing business continuity before a disruptive incident occurs, rather than waiting for this to happen will enable the organization to resume operations before unacceptable levels of impact arise.



**Thank you!**

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**Q&A**