

CRISIS LEADERSHIP: A COMMUNITY CASE STUDY

MGT-340

DHS/FEMA-funded course



Ebola and Crime Scene photo credit: FBI Multimedia Images and cdc.gov/dotw/ebola/index.html



SCAN TO
REGISTER
FOR THE
COURSE



FEMA

CRISIS LEADERSHIP: A COMMUNITY CASE STUDY

MGT-340

This seminar uses one of four case studies to examine the dynamics of crisis leadership and decision making from an elected or senior official's perspective. The four hour seminar uses the case study to frame the discussion on ways to overcome leadership challenges in planning and responding to a large scale incident. The final outcome of the seminar is the development of individual and jurisdictional action plans to guide improved preparedness and emergency response.

Available Case Studies:

- Hurricane Harvey: Chaos on the Gulf Coast
- Mayhem at Mandalay Bay
- The Camp Fire: Crisis in California
- Fear and Realities: Managing Ebola in Dallas

Course Length

One Half Day (4 hours)

Venue

Jurisdiction

Class Size

30-40 Participants

CE Credits

0.40 CEUs

Seminar Topics

Planning for Effective Disaster Response:

The plans that are in place at the outset of a disaster have a significant impact on the success of the response and recovery. In order to be effective, plans must be adequate, feasible, adaptable, and all-hazards based. It is imperative that leaders, both elected and appointed, understand the role they play in the planning process.

Leadership and Decision Making During a Crisis:

Senior officials must recognize their roles and responsibilities as leaders in advance, rather than discovering their obligations for the first time in the midst of a crisis. They must also identify ways in which they will develop the situational awareness necessary for decision making in a disaster.

Participants

- Elected Officials
- Senior Appointed Officials
- Chiefs/Department Heads
- Emergency Management Directors
- Educational Institution Administration
- Public and Private Sector Executives
- Public Health and Health Care Officials
- NGOs
- State/Federal Agency Representatives
- Public Information Officers (PIO)
- Local Business Partners

Crisis Communications:

Disasters present unique communications challenges, from coordinating the response efforts of multiple agencies to ensuring the information needs of both the press and the public are met. Developing strategies for planning, conducting and managing public information and warning—to include the role social media plays—can be vital to successful response and recovery efforts.

Developing an Action Plan:

From the lessons learned during seminar discussions and reading of the case study, a broad personal and jurisdictional action plan will be developed to guide future emergency preparedness planning.

For more information, contact:

TEXAS A&M ENGINEERING EXTENSION SERVICE

Executive Programs

200 Technology Way

College Station, Texas 77845-3424

855.245.1614 (toll-free)

execprograms@teex.tamu.edu

TEEX.org/nerrtc

