

## Crisis & Emergency Response: Real Crises, Real Decisions

8 – 9 September 2025    The Majestic Hotel Kuala Lumpur



**Prince Lazar**   
Global Risk & Security Strategist

# 1 Course Overview

**Crises don't announce themselves. They strike hard, fast and without warning.**

Malaysia has seen it all: flash floods that shut down cities, cyberattacks that exposed critical data, industrial disasters that risked lives, and scandals that shattered reputations overnight. In every crisis, one truth becomes clear: those who are prepared respond. Those who aren't? They scramble.

When chaos hits, will your organisation know who takes charge? What to communicate? How to recover fast without losing control, trust, or business continuity?

This intensive two-day workshop goes beyond theory. It features **live simulations, expert-led discussions and hands-on activities designed to build real-world crisis leadership**. You'll create, test, and refine your own Crisis Management Plan, make tough calls under pressure, and coordinate effective responses across your organisation.

What makes this different? This isn't theory, but it's a real-world crisis lab. Led by a global strategist, this workshop features immersive simulations, rapid decision-making drills, and tailored crisis plans rooted in real Malaysian and regional risks.

You won't just learn what to do, you'll practice doing it.



## 2 Course Lead Trainer



Prince Lazar   
Global Risk & Security Strategist

**Prince Lazar** is a global crisis strategist, resilience expert and security leader with **over 20 years of hands-on experience** in high-stakes environments, from **military operations to corporate crisis response** across Asia Pacific, the Middle East, and Africa. With a distinguished background in managing real-world emergencies, Prince has led cross-functional crisis teams, safeguarded complex supply chains, and advised Fortune 100 companies, embassies, NGOs, and government entities on security, business continuity, and crisis preparedness.

What sets Prince apart is his ability to **translate frontline crisis experience into actionable strategies** for organizations. He has designed and delivered advanced training programs on Emergency & Crisis Management, Security Risk Planning, and Business Continuity, enabling leaders to confidently navigate cyberattacks, natural disasters, internal threats, and reputation-damaging incidents. Prince has conducted numerous crisis simulations and readiness programs tailored to regional risks, particularly in Southeast Asia. His sessions are known for their interactive, scenario-driven approach, preparing participants not just to understand crisis response, but to lead it under pressure.

A certified Business Continuity Certified Expert (BCCE), Prince is also well-versed in global compliance standards including CTPAT and TAPA. His strategic insights have been featured at international conferences and expert panels, making him a sought-after speaker and trainer in the resilience and security domain. Whether it's building a crisis response plan or commanding a live scenario, Prince brings clarity, structure, and composure to help leaders take decisive action when it matters most.

# 3 Course Objectives & Benefits

## Objectives

By the end of this workshop, you will be able to:

- ✓ Understand the **key principles**, structures and phases of crisis management across industries.
- ✓ Develop and implement an **effective crisis management** plan aligned with organizational needs and continuity strategies.
- ✓ Recognize how decision-making shifts under crisis conditions and apply **tools to lead** confidently under pressure.
- ✓ Master **communication strategies** vital during crises to maintain stakeholder trust and manage public perception.
- ✓ Define **roles and responsibilities** within a Crisis Management Team (CMT) to enable coordinated and rapid response.

## Benefits to Your Company

This workshop equips your leadership and response teams with the tools, structure and confidence to act decisively when every second matters.

- ✓ Trained leaders **reduce decision lag** and act swiftly during emergencies, minimizing business disruption and preserving operational continuity.
- ✓ Develop **in-house crisis leadership** that can make difficult decisions under pressure, align teams, and maintain control when facing reputational or operational threats.
- ✓ Build **internal capability** to assess risks, activate plans, and manage incidents, reducing over-reliance on external experts during critical situations.
- ✓ Ensure your **Crisis Management Plan (CMP)** aligns with business continuity, risk and incident management.



# 4 Course Agenda Day 1

## Strategic Preparedness & Leadership

*Crises strike without warning. Today is your only chance to be truly ready.*

### Module 1: Managing Crisis

Explore the evolving nature of crises and their profound impact on your organisation. You'll understand high-level crisis management objectives, strategies, and tactics, building unified executive awareness of volatility, enterprise risk, and the urgency of proactive leadership.

### Module 2: Navigating Complex Risks & Crisis Triggers

You will dissect today's crisis triggers including systemic risks, Black Swans, cyber threats, reputational, supply chain, and ESG risks. You'll explore how these risks are interconnected and learn to assess the speed, scale, and complexity that demand immediate and coordinated crisis responses.

### Module 3: Crisis Leadership Under Pressure

Examine different types of crises and sharpen the leadership principles essential to steering your organisation through emergencies. You'll clarify your role as a senior leader and refine decision-making under high-stakes conditions.

### Module 4: Crisis Preparedness & Risk Identification

You will identify vulnerabilities across departments through crisis risk assessments. You'll evaluate potential crisis impact and craft a tailored Crisis Management Plan (CMP), then apply a crisis readiness scorecard to measure your organisation's level of preparedness.

### Module 5: Evolving a Crisis Management Plan (CMP)

Engage in immersive cross-functional role-play to uncover gaps and hidden assumptions in your crisis plans. You'll collaborate with peers to co-create actionable Crisis Management Plans that empower confident leadership when real crises strike.

#### Course Schedule:

08:30-09:00	09:00-10:30	10:30-11:00	11:00-13:00	13:00-14:00	14:00-15:30	15:30-16:00	16:00-17:00
Registration	Upskilling	Break	Upskilling	Break	Upskilling	Break	Upskilling

#### Note:

All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.

# 5 Course Agenda Day 2

**Crisis Response, Governance & Reputation Management**

*When the pressure hits, you either lead with impact or risk losing it all.*

**Module 6: Command, Control & Crisis Decision-Making**

You will master the formation and operation of Crisis Management Teams (CMT). Navigate incident command systems to maintain control under pressure and learn the vital rhythm of briefings to keep teams aligned.

**Module 7: Crisis Response, Strategic Approach & Recovery**

Understand crisis lifecycle management from incident to recovery. Manage post-crisis analysis, employee concerns and stress. You'll learn to convert crisis challenges into organizational growth opportunities.

**Module 8: Addressing Strategic & Structural Gaps**

You will identify common failures in crisis frameworks, governance, and continuity. Learn how to close these gaps for faster, effective crisis management.

**Module 9: Crisis Communications & Cross-Functional Leadership**

Develop media and stakeholder communication strategies for crisis. Practice messaging exercises and break down silos to coordinate enterprise-wide recovery efforts.

**Module 10: Crisis Coordination & Strategic Integration – Crisis Exercise**

You will participate in a high-stakes crisis simulation demanding rapid, cross-unit coordination. Practice strategic leadership and reputation protection under pressure.

**Course Schedule:**

08:30-09:00	09:00-10:30	10:30-11:00	11:00-13:00	13:00-14:00	14:00-15:30	15:30-16:00	16:00-17:00
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6

# Who Should Attend

This workshop has been well-prepared for professionals who are seeking to empower their crisis management skills, including but not limited to:

Role	Relevancy	Why?
Crisis & Emergency Response Leaders (Crisis Managers, Emergency Response Managers, Heads of Security)	★★★★	You'll strengthen your ability to lead real-time responses, coordinate cross-functional teams, and refine actionable crisis management plans.
Cross-Functional Crisis Team Members (Anyone assigned to a Crisis Management Team or Incident Response Team)	★★★★	You'll walk away with clear roles, tested plans, and the confidence to respond effectively when you're called upon in an actual crisis.
Business Continuity & Resilience Managers	★★★★	You'll learn to integrate crisis management with continuity planning to safeguard critical functions and speed up organizational recovery.
Senior Executives & C-Suite Leaders	★★★★	You'll practice high-stakes decision-making, lead under pressure, and build confidence to guide your organisation through turbulent scenarios.
Communications & PR Professionals	★★★★	You'll develop strategic messaging skills and stakeholder engagement strategies to manage reputation and public trust during and after a crisis.
IT & Cybersecurity Managers	★★★	You'll be better prepared to manage technology-related incidents, protect digital infrastructure, and coordinate with broader crisis response teams.
Department Heads & Middle Management	★★★	You'll gain situational awareness of how your function fits into the overall response and learn how to mobilize your teams effectively during crises.
Operations & Supply Chain Managers	★★★	You'll understand your role in executing crisis plans across operational units and mitigating supply chain disruptions effectively.
Risk, Compliance & Governance Professionals (Risk Managers, Compliance Officers, Legal Advisors, Internal Auditors)	★★★	You'll gain tools to evaluate crisis risks, ensure governance alignment, and support leadership with informed, legally sound decisions during emergencies.

★★★★ Highly Relevant    ★★★ Relevant    ★ Somewhat Relevant



# Let's Level Up!

Are you ready to empower your skills and ultimately elevate your career?



**Standard Fee : RM3,500/pax**  
**Group Fee : RM3,350/pax (min 3 pax)**

- ✓ Fees are per participant & inclusive of 8% SST.
- ✓ This course is **100% claimable** through HRD Corp Claimable Course (SBL-KHAS) Scheme: Employer-Specific Course
- ✓ **[Optional]** Add a **1-night stay** at the event hotel for a discounted rate of **RM450 nett**.

**Step 1:** Click the registration link here:

→ <https://www.skill-lyft.com/workshop-series-registration-form> or scan the QR code below and complete the online form.



**Step 2:** We'll review your submission and email the relevant documents:


- If applying for HRD Corp grant: You'll receive supporting documents to complete your grant application.
- If not applying for grant: You'll receive an invoice for direct payment.


Need help or have questions?  
Reach out to us at [registration@skill-lyft.com](mailto:registration@skill-lyft.com)





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