



Corporate Crisis Management Certified (CCMC)[™] Course of Study

Introduction

What is a corporate crisis? A crisis is any event that threatens a person, group of people, or the company and its bottom line. A crisis can occur any time, day or night, weekday, or weekend. A company that anticipates an emergency, and prepares for such an event, is better able to avoid negative situations altogether, or, if a situation does occur, better manage the crisis.

The **Corporate Crisis Management Certified (CCMC)** certification has been developed exclusively by the Management and Strategy Institute to ensure you have the skills needed to prepare your organization for a potential crisis. If we've learned anything from the recent coronavirus disease (COVID-19) epidemic, it's that no organization is safe from a sudden business disaster. Only companies with a strong crisis management plan in place have been able to successfully navigate these difficult times.

The goal of the Management and Strategy Institute is to teach you the key competencies required to function within an organization as a crisis manager. As you go through the training material you will learn the competencies listed below.

The CCMC exam is a timed, online exam. It has a required passing score of 70%.

Competencies

This course of study covers the following competencies:

Crisis Management

- What is crisis management.
 - Learning Outcome: Understand the basic concept of crisis management.

Internal Risks

- Internal risks occur inside of the company property or during company hours involving an employee and their duties.
 - Learning Outcome: Understand how internal risks impact a company.

External Risks

- Risks that the company or employees have from the outside environment.
 - Learning Outcome: Understand what external risks are and how they may impact your company.

Types of Behavior – Internal threats

- Understanding different types of behavior for internal threats
 - Learning Outcome: Identify aggression & violence in the workplace.

Types of Behavior – External threats

- Understanding different types of behavior for external threats
 - Learning Outcome: Identify threats such as economic downturns and cyber-attacks in the workplace.

Workplace Violence

- Millions of American workers report having been victims of workplace violence.
 - Learning Outcome: Understand and classify different types of workplace violence, including threats, property damage, psychological acts, physical acts.

Myths

- Choosing to believe the myths about workplace violence is setting you and your organization up for failure.
 - Learning Outcome: Understand myths such as “violence just happens” and why these are incorrect. Learn about OSHA workplace violence website.

Escalation of Violence

- For the subject of workplace violence, escalation means to increase the intensity of the conflict or the ways of instigating conflict in the workplace.
 - Learning Outcome: Understand workplace threat escalation, threats, stalking and bullying, injury, death.

Concerning Behaviors

- There are usually signs before an incident of violence is committed.
 - Learning Outcome: Understand signs of violence. Disruptive behavior, emotional abuse, anxiety, and domestic violence indicators.

Triggers of Workplace Violence

- Studies on past crises have shown that workplace violence usually has a trigger.
 - Learning Outcome: Understand violence triggers and how to spot them. Reprimands and terminations, financial strain, loss of loved one, perceived slights.

Conflict Dangers

- Conflict is an escalation of a disagreement.
 - Learning Outcome: Understand conflict at work. Escalation, triggers, action point, flash point.

Conflict Response

- What should you do in the case that you may see something alarming?
 - Learning Outcome: Understand the basics of criticizing others in a way that gets results.

Strategies

- You should also have a strategy of what to do in a “worst-case scenario.”
 - Learning Outcome: Understand strategies to prepare for a worst-case scenario.

Business Continuity

- The process of creating systems of prevention and recovery to deal with potential threats to a company.
 - Learning Outcome: Basic understanding of business continuity planning.

Codes & Standards

- As a Crisis professional, you should be familiar with codes and voluntary standards for emergency preparedness.
 - Learning Outcome: Understand which codes & standards you should be familiar with.

Learning Resources

Recommended:

Material included with your purchase is recommended reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

Optional:

This material is not required; however, it will assist you in understanding executive management.

- Regina Phelps (August 16, 2018), Crisis Management: How to develop a powerful program, ISBN-13: 978-0983114352
- William Rick Crandall, John A. Parnell, John E. Spillan (February 27, 2013), Crisis Management: Leading in the New Strategy Landscape, ISBN-13: 978-1412991681

Preparing for Success

In order to successfully complete the CCMC exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 2-hours of time.

Frequently Asked Questions

What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.

Will I receive Professional Competency Units (PCU's)?

- Yes, the exam awards 20 PCU's upon passing.