



Crisis Stakeholder Continuity and Trust Training Course

19 – 23 July 2027
Kuala Lumpur

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Ref: 671_151303 **Date:** 19 – 23 July 2027 **Location:** Kuala Lumpur **Fees:** 5200 Euro

Overview

Crisis Stakeholder Continuity and Trust Training Course is a five-day practitioner course for crisis managers, continuity professionals, communication leaders, engagement managers, operational leaders, and executives who leave with a Crisis Stakeholder Continuity and Trust Plan. Participants map stakeholder dependencies, assess trust risks and information needs, govern engagement decisions, track continuity commitments, coordinate recovery updates, and repair relationships. The course separates stakeholder governance from media relations and message writing. Agile Leaders Training Center presents crisis stakeholder engagement as accountable continuity work.

Who Should Attend

- Professionals responsible for coordinating stakeholder relationships during disruption
- Teams responsible for continuity dependencies and external service commitments
- Leaders approving crisis engagement, escalation, and recovery updates
- Functions responsible for stakeholder communication governance and feedback
- Executives responsible for stakeholder trust during disruption

The course assumes participants already coordinate operational, continuity, communication, or stakeholder decisions at work and leaves out generic stakeholder management, public relations, media relations, and copywriting.

Departments and Industries

The course supports departments and industries that depend on stakeholder cooperation to sustain services and recovery.

- Business continuity, crisis management, and enterprise resilience
- Corporate communication, stakeholder engagement, and customer operations
- Government services, healthcare, education, and community organizations
- Energy, utilities, transport, logistics, and infrastructure
- Banking, insurance, technology, manufacturing, and retail

Learning Objectives

By the end of this course, participants will be able to:



- Analyze stakeholder dependencies, impacts, influence, and trust exposure
- Prioritize information needs and engagement levels during disruption
- Build stakeholder communication governance and escalation controls
- Use continuity commitments and feedback records to support decisions
- Evaluate recovery updates, concerns, rumors, and relationship risks
- Develop post-crisis stakeholder recovery actions and ownership

Course Agenda

Day 1: Stakeholder Dependencies and Trust Risk

- Crisis Stakeholder Dependency Map
- Impact and Influence Priority Matrix
- Stakeholder Trust Risk Register
- Critical Relationship Continuity Assessment
- Stakeholder Role and Ownership Map

Day 2: Information Needs and Engagement Choices

- Stakeholder Information Needs Matrix
- Crisis Engagement Level Decision Guide
- Stakeholder Trust During Disruption
- Concern and Expectation Analysis
- Engagement Channel Suitability Record

Day 3: Governance, Escalation, and Commitments

- Stakeholder Communication Governance Model
- Decision Authority and Approval Map
- Concern and Rumor Escalation Protocol
- Continuity Commitment Tracker
- Engagement Decision and Rationale Log

Day 4: Recovery Updates and Relationship Repair

- Business Continuity Recovery Update Cadence
- Stakeholder Feedback and Response Log
- Commitment Delivery Status Dashboard
- Post-Crisis Stakeholder Recovery Assessment
- Relationship Repair Action Register

Day 5: Crisis Stakeholder Engagement Practice

- Exercise: Build a Stakeholder Dependency Map
- Exercise: Prioritize Trust Risks and Information Needs
- Exercise: Govern Escalation and Continuity Commitments
- Exercise: Coordinate Recovery Updates and Feedback
- Capstone: Crisis Stakeholder Continuity and Trust Plan

Practical Exercises

The course uses a linked disruption case so participants can apply crisis stakeholder engagement decisions across preparation, response, recovery, and relationship repair.

- Suggested activity: map internal and external dependencies and prioritize stakeholders by impact, influence, urgency, and trust risk.
- Suggested activity: assign information needs, engagement levels, channels, owners, approval rights, and escalation triggers.
- Suggested activity: manage concerns, rumors, continuity commitments, recovery updates, and feedback through controlled records.
- Suggested activity: assemble the Crisis Stakeholder Continuity and Trust Plan with relationship-repair actions.

FAQs

Who suits crisis stakeholder continuity and trust training?

Crisis, continuity, communication, engagement, operations, and executive professionals suit the course when they already coordinate decisions or relationships during disruption.

How does crisis stakeholder engagement differ from general stakeholder management?

Crisis stakeholder engagement works under time pressure, disrupted dependencies, changing information, elevated trust risk, and urgent continuity commitments. General stakeholder management covers the wider relationship lifecycle under routine conditions.

How should stakeholder information needs be prioritized during a crisis?

Information needs should be prioritized using stakeholder impact, dependency, influence, urgency, decision relevance, vulnerability, existing commitments, and the consequences of delay or inconsistency.

How are continuity commitments controlled during stakeholder communication?

Continuity commitments are controlled by recording the promise, basis, owner, approval, audience, delivery date, status, dependencies, changes, and escalation route in a shared tracker.



What is included in the Crisis Stakeholder Continuity and Trust Plan?

The plan includes dependency and priority maps, a trust-risk register, information needs, engagement decisions, communication governance, escalation routes, commitment controls, recovery updates, feedback records, and relationship-repair actions.

Conclusion

Participants leave with a Crisis Stakeholder Continuity and Trust Plan connecting dependencies, trust risks, stakeholder communication governance, information needs, engagement choices, continuity commitments, recovery updates, and relationship repair. The plan gives owners a traceable basis for decisions and follow-through. It keeps post-crisis stakeholder recovery connected to operational continuity rather than publicity activity.