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Leadership in Times of Crisis

26th and 27th of January, 2023

Leadership in times of crisis is an approach that has proven its effectiveness when it is based on anticipation, constructed decision-making, a good communication strategy and implementation, adaptation based on feedback, the ability to adjust, and leadership.

Crisis situations call for ongoing dialogue between different bodies involved in crises such as the private and the public sector, cooperation between countries to coordinate crisis management efforts and tools between them (emergency response units, medical...). Examples show that leading entities manage crisis situations based on national emergency plans and legislation in a context marked by complexity and uncertainty.

The program presented below aims to tackle the organization and decision making processes required in times of crises to lead through high levels of uncertainty.

*National School of Public Administration
Medulićeva ul. 36, 10000, Zagreb*



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Leadership in the management of cyber crises

TRAINING AGENDA

Natalie MAROUN, *International Risk communication and Crisis management strategist and trainer at the French National Institute for Public Service (INSP)*

Objectives

- To acquire and consolidate knowledge, know-how and behavior relating to leadership in crises and in complex problems solving related to cyber crisis
- To learn about management and implementation of means to create agility and responsiveness during a crisis
- To get familiar with the crisis cell, inter ministerial cooperation and decision making process in case of cyber attack

10:00 – 12:30 Executive training on Crisis management

10:15 Icebreaker

10:30 Leadership and crisis communication strategies

- Crisis development and communication stakes
- Crisis communication strategies
- Crisis communication organisation

12:30 – 13:30 Lunch break

13:30 – 14:30 Workshop: Case study on crisis communication organization

14:45 Closing remarks on participants expectations and next steps

15:00 End of the training session



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Leadership in the management of energy breakdown risk and crisis

Objectives

- To acquire and consolidate knowledge, know-how and behavior relating to leadership in crises and in complex problems solving related to energy breakdown risk and crisis
- To learn about management and implementation of means to create agility and responsiveness during a crisis
- To get familiar with the crisis cell, inter ministerial cooperation and decision making process in case of energy break down

TRAINING AGENDA

Natalie MAROUN, *International Risk communication and Crisis management strategist and trainer at the French National Institute for Public Service (INSP)*

10:00 – 12:30 Executive training on Crisis management

10:15 Icebreaker: If the journalist was an animal, a plant or an object, what would it be

10:30 Leadership and crisis communication to populations, media and social media

- Crisis communication and public opinion
- Communicating toward a journalist
- Crisis communication and social media

12:30 – 13:30 Lunch break

13:30 – 14:30 Workshop: hosting a mock press conference

14:45 Closing remarks on participants expectations and next steps

15:00 End of the training session



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TRAINERS' BIOGRAPHIES

Natalie MAROUN has more than 10 years of experience in crisis management and crisis communication working for French and international SME, market leaders, media, private and public institutions as well as international organizations. As an international consultant and coach in crisis management and crisis communication, she has worked for international organizations including WHO, the World Bank, and GIZ. She is Director of development at the Observatoire International des Crises – OIC (International Crisis Watch). Dr. MAROUN is a trainer in crisis management and communication, media training, geopolitics, and post crisis/conflict reconstruction at the French National Institute for Public Service (INSP), the Institute of Higher National Defense Studies, The Institute of Higher Studies of the Ministry of the Interior and at the Institute of International and Strategic Relations. Natalie MAROUN holds a PhD in Information and Communication Science from La Sorbonne University.