



Powered By: CrisisRisk™

What to tell people about CrisisCoordinator Certification

Congratulations! You have completed the work necessary to become a Certified Crisis Coordinator. You were selected by your organization because of your experience and capabilities.

In today's world, municipalities, government entities, schools, and businesses experience critical incidents that can escalate quickly into crises before leadership is aware and can intervene. This late notice is a common failure in the prevention or mitigation of crisis consequences and impacts.

A CRISIS is a state of being, characterized by a loss of control and extensive negative stakeholder reaction, resulting from a failure or conduct (real or Perceived) of the entity or individual in CRISIS.

So, what do you tell people about why your organization needs a crisis coordinator?

In today's world, we see crises happening in our communities, states, and country. Some are big, COVID-19. Some are personal, the death of a family member or friend. Some are national stories with local connections, racism, Black Lives Matter, and Social Justice. When these events happen without notice or are a surprise, responses are generally too late and not as effective as possible.

You were selected and trained by your organization to RECOGNIZE AND IDENTIFY information to analyze the likelihood for a situation to escalate, and ALERT Leadership when a circumstance presents that has the potential to become a CRISIS. The earlier Leadership is made aware and provided with the needed information and analysis, the more the effective response can be to minimize or prevent the impacts.

What training is provided and required to become a Certified Crisis Coordinator?

CrisisRisk™ works with leaders and boards of directors to identify strategic emerging threats and vulnerabilities which put critical assets at risk—people, reputation, brand, key relationships, financials. CrisisRisk develops strategies for mitigating those risks and preparing leadership teams to make decisions, take action, and effectively communicate when they materialize. CrisisRisk™ has worked with GMA, ACCG, and LGRMS to develop the CrisisCoordinator Certification Program™. The CrisisCoordinator e-learning training and certification have been designed to familiarize a crisis coordinator in each entity with the information needed to support leadership before, during, and after a crisis.

The CrisisCoordinator curriculum's 12 eLearning courses are based on years of crisis management experience and utilize learning objectives, animations, subject matter content, interactive decision questions, and quizzes. Additional e-learning training courses will continue to be added over time.

As part of the CrisisCoordinator Certification Program, CrisisRisk provides ongoing support for Crisis Coordinators with real time resources including webinars, tools, case studies, scenario-based virtual test exercises, "Ask An Expert" to respond to requests for help, and an interactive forum to share information with other Coordinators.