SURFING THE TSUNAMI: Leading through Crises

Previously, it was said that the only certainty in life was death and taxes. However, we can add another certainty: every NGO, no matter how big or small, regardless of where it is located will inevitably face a crisis. Some of these results from external factors beyond the NGO’s control; others result from internal factors. In this seven-week course, we will develop an analytical framework for managing crises, helping you and your organization surf the tsunami that a crisis is. Through case studies, supplemented by guest speakers who have direct experience in managing crises, each student will develop a play book with successful strategies for managing crises. Crises that we will consider include: security threats, racial strife, pandemics, abrupt changes in leadership, drastic erosions in finances, and reputational threats, among other crises.