



## J<sup>a</sup>BA e-Learning Modules

Cannot find the time to attend training workshops? Too costly to send people to external courses? Or is it impractical to engage a trainer to conduct courses in-house?

Fret no more; J<sup>a</sup>BA now presents you cost-effective e-learning modules so you can learn at your own pace, time and convenience. Choose to learn alone or with your team, refresh your understanding or teach new staff. Depending on the purchase plan of your choice, J<sup>a</sup>BA trainers will be available to answer any of your questions and provide updates on training materials. And if you are prepared to be challenged, take an e-test and receive a certificate!

J<sup>a</sup>BA's suite of e-learning modules currently includes:

- J<sup>a</sup>BCM – Business Continuity Management
- Training Guide to ISO22301:2012
- Crisis Communications



### Module 1: J<sup>a</sup>BCM – Business Continuity Management...a practitioner's perspective

**Product code:** J<sup>a</sup>BCM-1  
**Price:** Plan A: S\$380.00, Plan B: S\$480.00  
**Training Time:** 4.5 hours

Outline:

The course material is a digest of over 20 years of practitioner's experience in Business Continuity Management. It contains only the essential topics that you need to know in order to build and manage BCM in your organization. The training contains best practices used by BCM adopters, highlighting also the pitfalls to avoid. No textbook stuff that are impractical to put into real practice.

The training content is balanced, with the right amount of topics and focus to learn about BCM, be it pertaining to implementation phase, i.e. paper-planning, people-preparation, and support-structuring, or managing a real crisis incident. It offers practical ideas to build resilience and lists out pitfalls to watch for when designing a BCM system. This assures that your BCM programme can achieve the resilience objectives.

J<sup>a</sup>BCM training materials and methodologies are consistent with ISO 22310:2012 Standards.

Training Content

BCM – ISO Definition	Backward BIA Process	Risk Treatment	Crisis Team Alert – A1	First Responders – Fire Fighting
BCM Process Overview	BC Standards	Risk Conditions	Crisis Team Assemble – A2	Recovery Team – Site Command
BCM Process Elements	MAD & MBCO	Risk Triggers	Crisis Command Centres	Recovery Team – Biz Recovery
How Risks Evolve	Setting MAD & MBCO	Risk Management Outcome	Near & Far Sites CCC Resources	Recovery Team – Trauma Mgmt
Damage Trajectory	Pipeline Effect on MAD & MBCO	Recovery Strategy	Crisis Team Assess – A3	Recovery Team – Product Recall
Response to Crises	MAD & MBCO: A Typical Incident	Recovery Resources	Crisis Team Action – A4	External Dependencies
Managing Crises	Recovery Time Objective	Recovery Actions	Ground-Zero Commander	Handling Conflicts
Power of Crises	Recovery Point Objective	Business Continuity Plan	Emergency Response Formation	Crisis Work Protocol
Crisis Preparedness	RPO: Back-up Data	Crisis Management S4A	Crisis Response Formation	Crisis Communications
Identifying Risks & Threats	BCP – Definition	Crisis Management Team	Threats Watch List	Media's Role
Identifying Process Risks	BCM Elements	Crisis Team Structure	Decision on Taking Action	Media Handling
Identifying VC Node Risks	Risk Management Process	Crisis Team Appointment	A2 – Team Assemble SMS	Communications Message
Identifying PESTLE Risks	Risk Management: Analysis	Crisis Team Director	Crisis Time – Leadership	Communications – Employees
Identifying Dependency Risks	Assessing Risk Impact	Crisis Team Facilitator	Crisis Time – Teamwork	Integrated Communications
Business Continuity Risks	Quantifying Damages/Losses	Crisis Team – PR	Crisis Time – Stress Mgmt	BCM System Maintenance
BIA – Definition	Insurance Compensation	Crisis Team - Legal	Working Partnership	BCM Calendar of Activities
Forward BIA Process	Risk Analysis	Crisis Team (Core) – 5Ms	First Responders – First Aid	

## Module 2: Training Guide to ISO22301:2012

Product code: J<sup>a</sup>BCM-2

Price: Plan A: S\$300.00, Plan B: S\$380.00

Learning Time: 3.5 hours

### Outline:

The ISO 22301:2012 is the new BCM Standards that will replace SS540:2008 and BS 25999-1/2 in 2014. This Training Guide is developed in-house to guide and teach BCM practitioners who wish to have clearer insights into ISO 22301, its principles and requirements in designing, operating a BCM Programme, or in converting from another BCM Standard.

### Training Content

Scope	Planning
Normative	Support
Terms & Definitions	Operations
Context of Organisation	Performance Evaluation
Leadership	Improvement

## Module 3: Crisis Communications

Product code: J<sup>a</sup>BCM-3

Price: Plan A: S\$420.00, Plan B: S\$580.00

Learning Time: 4 hours

### Outline:

In a crisis situation, being able to carry out effective communications is vital to managing the crisis. It is not good enough if you are able to arrest an ensuing crisis but it is absolutely necessary to communicate that to your stake-holders.

Crisis Communications is not a skill that comes naturally to one, nor can it learned when one is facing a real crisis event. Communications is not only about media handling, but there are various communications audiences who have different needs that must not be neglected. Indeed, from one incident, one must be carve out communication messages for different persons. Communication planning is the pivotal starting point, and follow through is the key to communication success.

This course provides concise training to the Crisis Management Team on what to expect, what to do, how and when to do, and how to present yourselves in a time of crisis, whether on a one-to-one or a public platform. It is a must learn ability, which is drawn from lessons learned during real examples of good and poor crisis communications and best practices.

### Training Content

Crisis Communications (SIA's Experience)	Prepare Communications Plan	Follow-up Message	To Lie or Not to Lie	Written Crisis Communications
Why Media Communications	What Makes A Crisis Spokesperson	Closure Message	To Tell or Not to Tell	Using Media Communications
Crisis Communications - What is it?	Library of Crisis Information	Management of Crisis Information Library	Negative Works to Avoid	Using News Releases
Train of Thoughts	Needs – Yours and the Audience's	Crisis Information Library – Organisation	7 Rules of Effective Communications	Holding Press Conferences
Elements of Crisis Communications	Messages To Suit All Audiences	Sourcing Crisis Information	Live with the Media – What to do	Preparing for Press Conferences
Communication Audiences	Crisis Information Structure	Role of a Spokesperson	On-camera Experience	Press Conference (NASA)
Identifying Communications Audiences	Public Opinion	Spokes-team (large MNCs)	Making a Communications Plan	Integrated Crisis Communications
Why are they communications audiences?	Communications String	Dealing with Media – Starting Points	Communications Medium	
What do audiences want from you?	Announcement Message	Media Handling – Four Principles	Verbal Crisis Communications	

### About e-learning Modules

J<sup>a</sup>BA's e-learning modules are built on MS PowerPoint and have programmed video and audio aids to altogether build and encapsulate learning in an effective and innovative way.

Each learning point is taught in an average of 4 minutes, or totalling 4~6 hours of real time learning. In selected slides, when it is necessary to expand learning, a virtual classroom comprising of three e-students share and even sometimes argue out their points. You can stop, and continue learning later.

Any computer with minimum 2 GB RAM, clock speed 1.6 GHz, 20 GB hard drive space, installed with MS Office (2003 or higher) and a set of speakers, will be able to run the e-learning modules.

J<sup>a</sup>BA's e-learning training modules can be purchased under two plans:

Plan A: One user license (usable on one computer), e-examination up to 3 persons, "asked the Trainer", and product guarantee for 12 months.

Plan B: One user licence (usable up to 3 computers, e-examination up to eight persons, "asked the Trainer", and product guarantee for 3 years.

Contact us at [enquiries@jaba.com.sg](mailto:enquiries@jaba.com.sg) for more information.

### About the Trainer

Jacob Ngiam has been actively engaged in business resilience programme since the mid 1990's. He developed *risk management*, *business continuity management*, *crisis management* and *crisis communications systems*, which he has both installed and given training in over 10 countries in the Asia Pacific region. For his work and dedication to risk management, he was awarded the 2006 Risk Manager of the Year award in Asia by the **Asian Insurance Review**. On top of this, he has a deep passion for teaching, and has, accordingly, developed this innovative e-learning methodology.