SQT

TRAINING THAT DEVELOPS *REAL* CAPABILITY











# Strategic Leadership & Crisis Management in the Food Industry

FS051

# Strategic Leadership & Crisis Management in the Food Industry

When a product recall or major incident occurs, the first priority is to **protect the consumer**. The speed and quality of the response determine how effectively consumer risk is controlled, and only then how well the organisation safeguards its reputation and brand. In many cases, organisations believe they are prepared because they conduct mock recalls. However, these exercises often focus only on internal traceability and do not fully test what happens when the product is already in the marketplace, with retailers, or in consumers' homes.

Effective crisis management goes far beyond paperwork. It requires a trained and competent crisis **management team, clear leadership, defined decision**-making structures, and confidence in how to respond immediately when the alarm goes off.

This programme has been developed to help organisations move beyond compliance-based recall exercises and build genuine crisis management capability. It is grounded in the principles and process outlined in ISO 22361 and focuses on practical preparedness, realistic testing, and strong leadership.

At the centre of the programme is a structured approach that separates prevention from response. Learners explore how issues escalate into incidents and how incidents can develop into full crises if not properly managed. The programme shows how anticipation, assessment, and preparedness reduce risk, and how effective response, recovery, and learning protect the consumer, the organisation, and the brand.

The outcome is clear. Organisations leave with a trained crisis management team that is fit for immediate response if the need ever arises.

## Duration & Price

Duration: 1 day
Public Virtual Training: €425
Delivery mode: This programme is available In-Company, and via Public Virtual Training

## Dates & Locations

| Date | Venue | |
|---|---|---|
| 19 Feb 2027 | Virtual | Book Date |

## In-Company Training

Please contact us for more information on our In-Company training options

## What's covered?

The programme covers the principles, leadership responsibilities, and operational processes required to manage product recalls and crisis events effectively. Content is practical, scenario-based, and focused on real organisational challenges rather than theory alone.

Key topics include:

- Understanding the difference between an issue, an incident, and a crisis, and how failures escalate across the supply chain
- The legal requirement to execute a product recall when product safety is compromised
- The scope and structure of ISO 22361 Crisis Management Guidelines
- The seven principles of crisis management, including governance, planning, implementation, monitoring, communication, ethical action, and learning
- The seven-step crisis management process, including anticipation, analysis, mitigation, preparedness, response, recovery, and improvement
- Why many mock recalls fail to test downstream risk and how to strengthen preparedness beyond internal traceability exercises
- Building a crisis management team with clearly defined roles, responsibilities, and authority
- Understanding why supply chain leadership is critical in a real recall situation
- Strategic decision-making during a crisis, including use of regulatory guidance and recall decision trees
- Crisis communication with regulators, customers, and key stakeholders, and the differences between these communication channels
- Crisis leadership under pressure and the importance of preparation before an event occurs
- Testing, validation, and meaningful rehearsal of crisis procedures to ensure immediate response capability
- Practical workshops focused on real-life crisis scenarios and structured team response

## Who should participate?

This programme is suitable for professionals involved in product safety, operational leadership, and crisis response, including:

- Senior management and site leadership
- Supply chain managers and logistics leaders
- Quality and technical managers
- Operations and production managers
- Regulatory and compliance professionals
- Crisis management team members
- Cross-functional leaders responsible for governance and risk management

The programme is particularly valuable for organisations seeking to move beyond compliance-driven recall exercises and build real crisis response capability that will make a difference when it matters most.

## What will I learn?

By completing this programme, the learner will be able to:

- Understand the difference between an issue, an incident, and a crisis, and how crises develop, including how early anticipation and assessment reduce escalation
- Apply the seven principles of crisis management within their organisation
- Use the seven-step crisis management process to guide structured response
- Identify weaknesses in current mock recall practices and strengthen downstream preparedness
- Define clear roles, responsibilities, and decision-making authority within a crisis management team
- Use structured decision tools and regulatory guidance to support recall decisions
- Communicate effectively and appropriately with regulators and customers during a crisis
- Lead or contribute confidently to a trained, competent crisis management team

Understand how to build and strengthen crisis management capability within your organisation

## How do we train and support you?

SQT Training delivers this programme through experienced Tutors with deep industry and regulatory experience. The Tutor works directly with the crisis management team to explore real challenges, clarify responsibilities, and strengthen decision-making capability.

This programme is delivered as an intensive one-day course.

The day balances Tutor-led input, structured discussion, and practical scenario workshops. The duration is designed to build clarity and competence without unnecessary complexity, while ensuring sufficient depth to challenge current practices and strengthen preparedness.

Learners are supported to examine their existing crisis management procedures and identify practical improvements. Practical workshops focus on realistic downstream scenarios, helping the team build confidence in their ability to respond effectively under pressure.

By the end of the programme, organisations will have strengthened their crisis management capability, improved cross-functional alignment, and developed a trained and competent team prepared for immediate response.

## Tutors



**Denis Kiely**
View Profile

## What Our Learners Say

We believe in excellence through transparency and continuous improvement. That's why we invite all our delegates to share their experiences on CourseCheck.com, an independent platform dedicated to genuine, unfiltered feedback. Learner insights help us not only to enhance our training programmes but also empower potential learners to make informed decisions. Click on the link below to read firsthand experiences and testimonials from past learners.




Click Here

# SQT TRAINING THAT DEVELOPS *REAL* CAPABILITY

SQT provide a unique combination of high quality, accredited, practical training delivered by leading industry experts and supported by the most up to date learning technology and tools

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- Lean Six Sigma
- Join our Lean Six Sigma Network
- Continual Process Improvement
- Project & Programme Management

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- Quality
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- Health & Safety
- Food Safety
- Life Sciences
- Laboratory
- Integrated Management Systems

## LEADERSHIP & PERSONAL DEVELOPMENT

- Leadership & Personal Development
- Train the Trainer

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