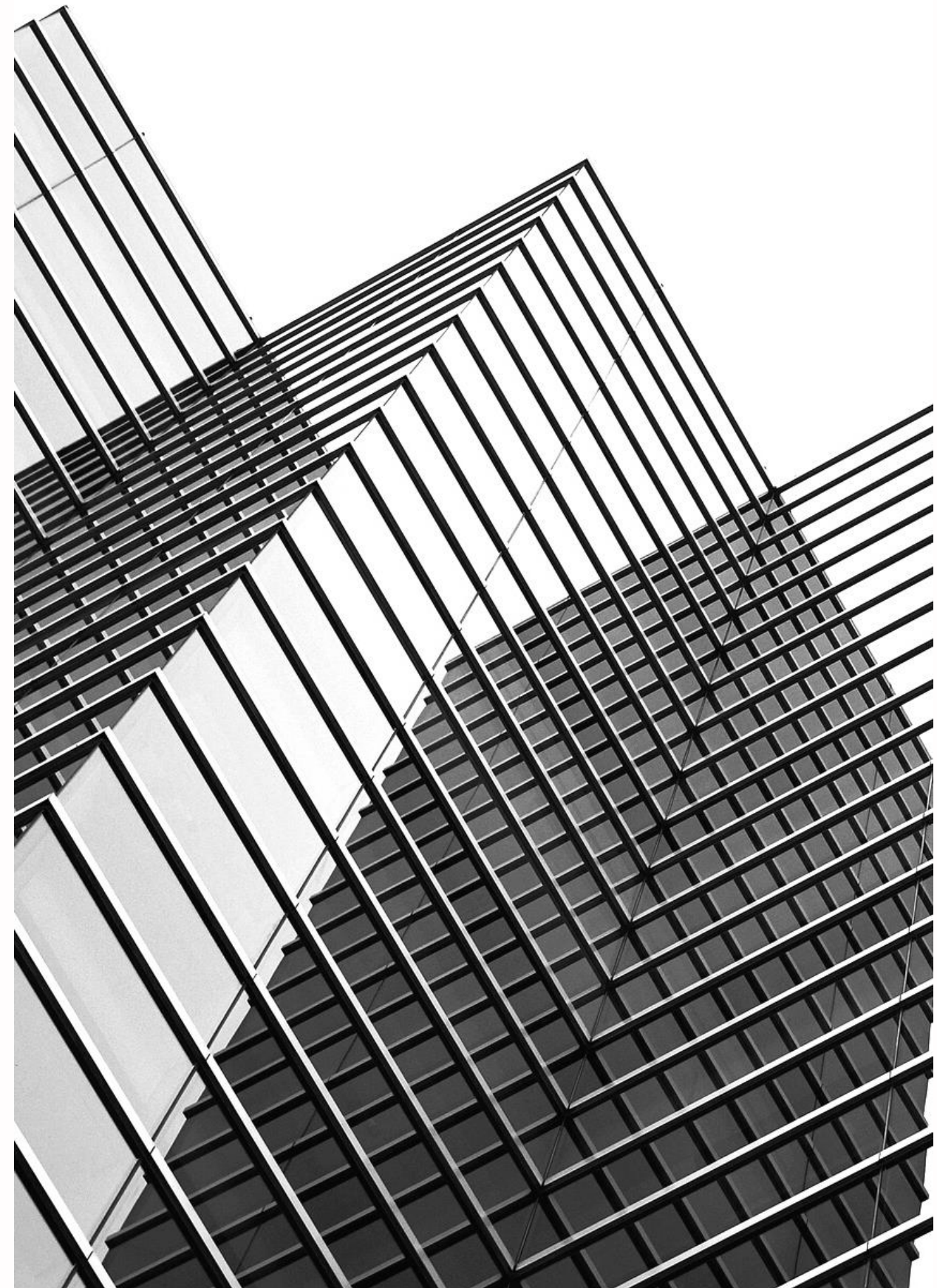


# WHAT CAN YOU LEARN FROM AN EXTRAVAGANT CRISIS SIMULATION?

PRESENTED BY MARIE CASINI

MBA Day 2023 - Workshop



10:00-10:30 | Registration in the Atrium (Ground floor)

10:30-11:00 | Plenary Welcome Remarks by Dean & Academic Director Prof. B VAN POTTELSBERGHE (5.103)

11:00-12:30 | Masterclasses

- *Impact Investment* by B FARBER (4.502)
- *Leading with Impact & Purpose* by J DE PESSEMIER (5.503)

12:30-13:30 | Networking lunch (Atrium)

**13:30-14:30 | Workshops lead by alumni & learners - Choose 1**

- ***Crisis Management* by M CASINI (EMBA 2021-2023) (5.107)**
- *Innovation Management* by C TRUZZI (EMBA 2018-2020) (5.110)

14:30-14:50 | Coffee break (Atrium)

14:50-15:50 | Workshops lead by alumni & learners - Choose 1

- *Enterprise Blockchain* by A RAJ (EMBA 2018-2020) (4.110)
- *The Art of Networking: Knowing & Interacting with your Clients* by B DUMONT (EMBA 2022-2024) (5.503)

15:50-16:00 | Break

**01** 16:00-16:45 | Creative Atelier: Building the future of the EMBA Together (5.503)

16:45-18:00 | Farewell Apéro (Atrium)

## WHAT WILL WE DO?

Marie to present the topic	5 min
Sharing how we feel about it and past experiences	5 min
The rules of the game	2 min
Playing the game	20 min
General feedback and why we did it	10 min
Sharing experiences	10 min

95%

OF BUSINESS LEADERS SAY THEIR CRISIS MANAGEMENT  
CAPABILITIES NEED IMPROVEMENT.

# 05

## WHAT IS A CRISIS

### **UNEXPECTED/UNPLANNED**

An event that occurs unexpectedly or has not been planned prior.

### **INSTABILITY**

An event that threaten the future of the company and creates instability.

### **SUDDEN ?**

Is a crisis a sudden event?

**ARE ALL CRISIS  
SUDDEN?**

# What is a crisis simulation ?

- fictional disaster scenario
- use crisis communications plan to react accordingly
- to develop capabilities, stress-test plans

Tabletop exercise :

- discussion around a table



30%

OF RESPONDENTS SAID THEY HAD A CRISIS  
MANAGEMENT TEAM IN PLACE WHEN THE COVID-19  
PANDEMIC HIT.



HOW DO YOU FEEL  
AND PAST  
EXPERIENCES

# THE RULES OF THE GAME

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## DO NOT CHALLENGE THE SCENARIO

The aim is not to be smarter than the person who created the scenario.

## THERE IS NO SOLUTION AND MARIE KNOWS NOTHING

No one can tell you how to feel and what is the best way of doing things  
This is not first aid nor a technological issue.

## INITIAL SITUATION AND INJECTS

Starts with a brief situation description and inject will come along the way.  
Inject : Extra information

# SETTING THE CONTEXT



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Board  
Team

Academic  
dev  
Team

Student  
liasons  
Team

Com  
Team

Health and  
security  
Team

Support  
services  
Team

- You are part of the leadership team at Solvay.
- You are in room 5.107 in building R for a leadership team meeting.
- You all have computers and mobile phone.
- A radio is also located on this floor in one office where one of who works. Radios are located in each of the buildings.
- An important event is organized across the different buildings in the Solbosch campus, and an approximate number of 400 people are presents.
- The cafeteria services have not been working for the past 3 days and it is one of the main topics of your meeting.
- 3 major exam session will be happening in building R.

## INJECT 1 T=0



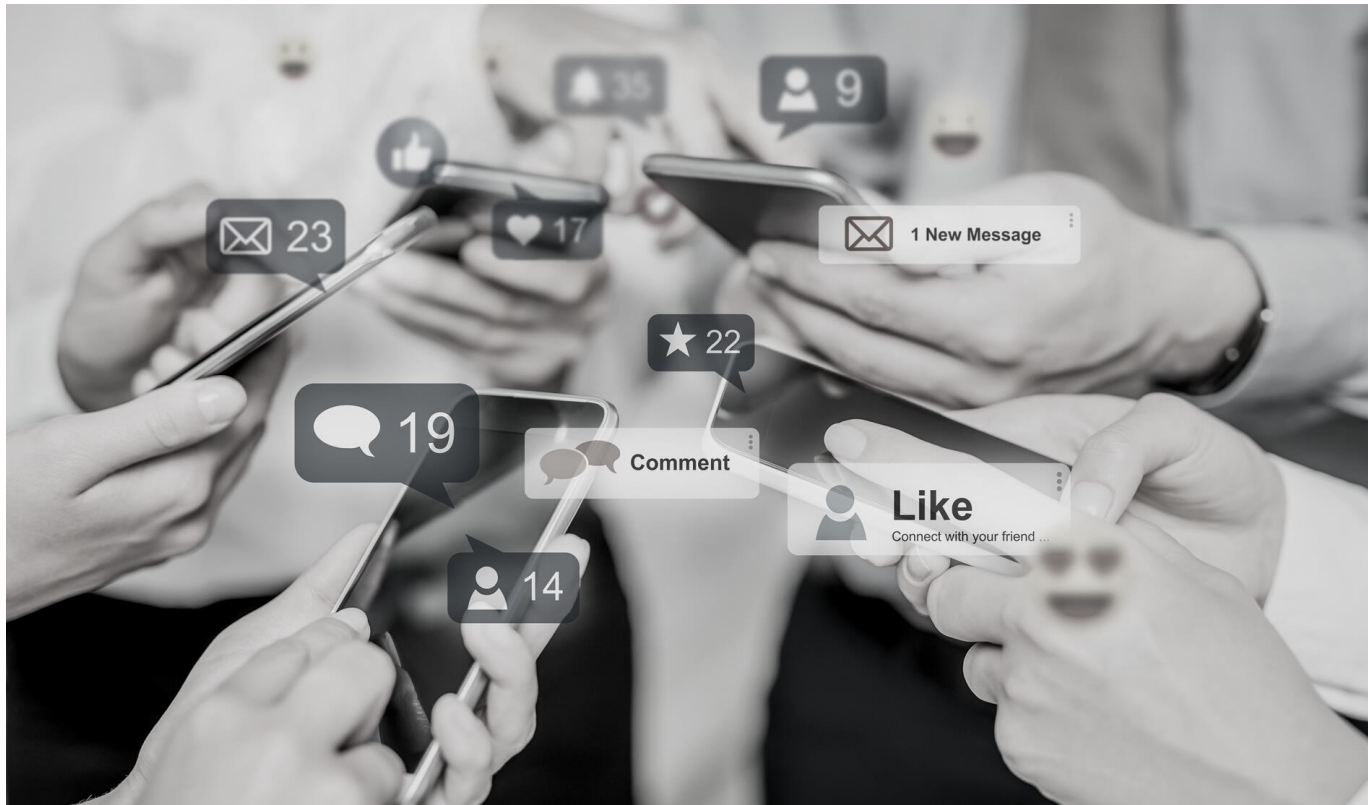
- You receive a call from the security team panicked, who inform you that 3 lions are entering the building R on the ground floor and slowly walking around. One of them is already in the stairs.
- T=3 / 20s debrief per team

## INJECT 2 T=4



- You receive a new call from the security team. It seems that other animals are also present on other buildings.
- You don't know which buildings and what animals.
- People are starting to scream and try to escape the campus.

## INJECT 3 T=6



- #solvayzoo is trending, students keep posting video on social media.
- The phones are constantly ringing. Parents are scared.
- The press will be in the Solbosch campus in 6 minutes.

It is not possible anymore to reach the other buildings by phone from this moment.

## INJECT 4 T=8



- If you've called the ambulances and police they arrive on the campus.
- They neutralized all animals without hurting them.

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## INJECT 5 T=10



- One person has been fatally injured because of panic on the campus on the ground floor.
- The emergency services announce that 5 people are seriously hurt.
- You have no news of injured people on the other buildings.
- A call is schedule with the board of trustees in 8 min.



## INJECT 6 T=12



- The press has arrived on the campus and is looking to interview people.
- Social media are reporting the events in a viral way.
- Animal protection services are demanding explanation.

## INJECT 7 T=14



- A viral video present an association indicating being behind the presence of animals on campus.
- They indicate being extreme climate activist that are against your industrial engineering program which seems to be extremely polluting.
- They advocate for nature to gain back its rightful place.

## INJECT 8 T=16



- One of the lion has been injured.
- You get confirmation that other animals in other buildings was a fake news.
- No one has been injured on any other part of the campus.

## INJECT 9 T=18



- The board of trustees call you to ask what has been done so far and ask for a status update.

SHARING

HOW DO YOU FEEL ?

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## HUMAN

Educating people and empowering them to deal with situations.



## ORGANISATIONAL

Putting in place a structure and processes.



## TECHNICAL

Implementing technical solutions

- IMPLEMENTING CRISIS MANAGEMENT

- BUILDING RESILIENCE

- RISK ANALYSIS AND SCENARIO IDENTIFICATION

- EMPOWERING EMPLOYEES TO ACT

- HIJACKING THE EGOMANIACS AND KNOW IT ALL

- LEARNING TO ACCEPT THE CRISIS AS FAST AS POSSIBLE

- BUILDING RESILIENCE

- EMPOWERING EMPLOYEES TO ACT



# 25

## **TRUST AND PROFESSIONALISM**

Professionalism in the exercise will lead to trust in the process and greater results.

## **UNDERSTANDING AND FOLLOWING THE RULES**

Making sure that the rules are followed by anyone.

## **FLEXIBILITY IN THE SCENARIO**

Listening to the stress level.

# KEYS TO A SUCCESSFUL CRISIS SIMULATION