

May 8, 2024

LEADING ORGANISATIONS THROUGH STORMS AND CRISES

Yago De la Cierva, IESE Business School



Alumni Masterclass





Yago De la Cierva

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Even excellent companies can sometimes find themselves embroiled in crises that threaten their economic results, their reputations and, in some cases, their very survival. The urgency of the situation, the glare of publicity and the emotional pressures on senior management can create huge difficulties when trying to make the right decisions.

In this Masterclass, through a series of interactive sessions and case discussions, participants will develop the principles that should inspire the corporate response to any crisis, and the best practices to take action and to communicate with stakeholders.

Crises are not communication problems but leadership issues. At the same time, leadership without effective communication does not lead to a solution; it simply makes matters worse. In this Masterclass, participants will see how to coordinate both elements from a leadership perspective.

[Read more](#)

**TIMONEY
LEADERSHIP
INSTITUTE**

is an associate
school of



Join this masterclass and learn:

ESTADÍSTICAS
CURBA

How to understand the dynamics of most corporate crises.



Some guidelines for corporate apologies, when required.



What type of issues to expect and how to prepare for them.



Communication best practices to inform your stakeholders and gain their support.



A systematic method for dealing with corporate crises that helps to determine priorities and actions.



Overnight Masterclass

Titanic Hotel, Belfast

7 May

7.30pm

Pre Dinner Drinks

8.00pm

Networking Dinner

8 May

9.00am

Sessions Begin

4.30pm

Sessions Close



Special Timoney
B&B plus Dinner Rate:
£255

Benefits for Participants

Watch a brief video of Prof Arthur Brooks and Timoney alumni discussing the advantages of attending alumni events



Continue **your learning journey** as you endeavour to improve and **enhance your leadership skills**

Non-alumni are very welcome to join us for this Overnight masterclass.
The Fee is €550 per person



Share experiences, insights and approaches with other leaders



To facilitate greater learnings from each other, this masterclass will include **an optional** dinner and overnight stay at Titanic Hotel, Belfast.

Better People

Better Organisations

Better Society



TLI is an associate school of



Masterclass Fee

Alumni members:

Included in annual subscription.

(Accommodation and Dinner not included.)

Guests: €550

(Accommodation and Dinner not included.)



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7.30pm

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9.00am Sessions Begin

4.30pm Sessions Close



Titanic Hotel

Belfast



Book your place

by clicking here



More info

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