



مبادرات محمد بن راشد آل مكتوم العالمية
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Al Maktoum Global Initiatives

كلية محمد بن راشد
للإدارة الحكومية
MOHAMMED BIN RASHID
SCHOOL OF GOVERNMENT



Smart

Executive Education

Platform

**Reimagining
the Role of
Governments
in Times of
Crisis**

Reimagining the Role of Governments in Times of Crisis

Introduction

COVID19- as a global pandemic has thrown the spotlight on how governments function and safeguard their people. There are many lessons on crisis management for an agile government, highlighted during the last few months at the local, national and international levels.

This introductory course will help you get a broad understanding on managing crises at the government level. With COVID19, the new normal has been disruptive and changed status quo - how we view societies, business purpose, common good, travel, work, and education to say the least.

This free online certification course on "Reimagining the Role of Governments in Times of Crisis" is brought to you by the Mohammed Bin Rashid School of Government, the first research and teaching institute focused on governance and public policy in the Arab world.



What You Will Learn

This four-part certificate course will allow you to have a broad understanding of how governments can optimize their functions in times of crises.

- ▶ Develop a working understanding of government functions and crisis management
- ▶ Contextualize best practices for crisis management in a given situation
- ▶ Articulate key criteria of a crisis communication plan
- ▶ Reimagine the role of government in crisis management in a holistic way



Skills You Will Gain

- ▶ Communication skills
- ▶ Governance
- ▶ Crisis Management
- ▶ Agility
- ▶ Creativity & Innovation
- ▶ Adaptability

- ✓ Shareable certificate: Earn a certificate upon completion
- ✓ 100% online course: Start instantly and learn at your own schedule
- ✓ Flexible Schedule: Set and maintain your own learning deadline
- ✓ No Prior Experience is Needed: Basics are explained in an easy to understand way
- ✓ 2 weeks to complete: A 12-hour course can be managed over 14 days from time of starting
- ✓ Language: English and Arabic with subtitles
- ✓ Practical: Global examples highlighting strategies that worked and did not work
- ✓ Timely: A special emphasis on COVID-19.

Program Outline

There are four units in this certificate

1. Government Functioning in Times of Crisis

Crisis tend to disrupt the role of a government but what is the expectations people have of their government? This unit will broadly reintroduce you to the concept of a Government, the role of governance, government functions and public value. Finally, we will see how governments are tested during a crisis.



2. Introduction to Crises and their Management

COVID19- is a global pandemic and a so called “black swan crisis”. It took less than three months to go global. The speed of this crisis and the spillover from health to economy, labour markets, education, trade are all reasons why crisis management is becoming such an important topic. This unit will introduce you to the concept of a crisis and its various phases, the types of crises, crises responses and broad stages of crisis management.





3. Government Responses: Best Practices

While there are many responses to COVID19- we will focus on four responses that we think are most important. These responses focus on the human-centric government: changing the rules of the game, managing perceptions, understanding symbolisms and macroeconomic policy. Examples from the past and present are outlined to show you both short and long-term effects of good and bad practices.

4. Crisis Communication

Very often crisis communication is assumed to be a public relations strategy but this is not true. Using two in-depth cases we will go through the strategies for taking control of communication during a crisis, look at methods to restore confidence, highlight the importance of focusing on wellbeing and show the advantages of using a crisis as an opportunity to showcase values. The examples will give you an idea of what went well in your governments and what are areas you can improve in terms of crisis communication.



Who Should Attend

The course is relevant for aspiring and existing public servants from anywhere in the world. You need little or no background in crisis management.

- ▶ Crisis managers
- ▶ Public servants aspiring for management positions
- ▶ Non-government organizations working in task forces
- ▶ Communication Managers
- ▶ Innovation Managers
- ▶ E-Government leaders
- ▶ Managers in partnership or collaborative roles
- ▶ Individuals looking for a promotion who wish to develop new skills and gain knowledge



Course Requirements

The course is free.

It would take a maximum of 4 hours to complete all the four modules, and each unit must be successfully completed before you can move to the next unit. You have to successfully complete all four units to achieve the final certificate.



Course Instructors

The curriculum is developed by the academic staff of MBRSG and has an interdisciplinary focus, borrowing from agile government, New Public Management, macroeconomic policy, leadership, crisis management and crisis communication. This course is by no means exhaustive and specialized tailor made resources can be developed for your organization.

Faculty & Instructors



Prof. Raed Awamleh
Dean

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Prof. Melodena Stephens
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About MBRSG

- ◀ First research and teaching institution focused on governance and public policy in the Arab world.
- ▶ Our training programs, advisory and consultancy programs help current and future leaders meet public administration challenges across the region.
- ▶ Our Future Government programs include:
 - ◆ Master of Public Administration (MPA)
 - ◆ Master of Innovation Management (MIM)
 - ◆ Master of Public Policy (MPP)
 - ◆ Executive Master of Public Administration (EMPA) – in Arabic
- ▶ Our Executive Education - Professional Diploma Programs
 - ◆ Modern Government Administration
 - ◆ Advanced Public Policies
 - ◆ Government Leadership
 - ◆ Digital Leadership and Future



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