



What you will learn from Module 04 ..

In Module 04, Scanning for Early Warning Signs, you will benefit from learning to

- The Skills needed during a business crisis
- Scanning for Early Warning Signs, 4 key areas
- The 5 Steps of Stakeholder Management

Such is the importance of using social media as an early warning tool, we bring you this learning early in our programme. Even before deeper financial content. Why? Communication is the bedrock of crisis management.

- Social Listening / Using Social Media for Early Warning
- The 5 steps of Managing a Social Media Crisis

We invite you to deepen your learning by watching some insightful videos.

