

# Preparing your employees for disaster response

## The need for humanitarian learning in the private sector

As the frequency and complexity of humanitarian crises continue to rise, there is increasing demand for, and reliance upon the skill and readiness of volunteers to support response efforts.

Many private sector organisations are located in countries vulnerable to crisis, and employees often play crucial volunteer roles in emergency situations. The Humanitarian Leadership Academy aims to raise the standard of future disaster response by building the humanitarian knowledge and skill levels of corporate workforces – who are increasingly directly impacted when a disaster strikes.

More lives are saved, and livelihoods maintained, if local communities and businesses are well prepared to respond to disasters. An efficient humanitarian response can ensure that critical goods and services continue to be delivered, employment is maintained, and local, national and global economic loss is limited.

## The benefits of humanitarian learning for your organisation

We have developed a 'Volunteer Essentials' learning package for businesses, which can be tailored to the precise needs of your staff. The learning package is available on our digital platform [Kaya](#) and includes group activities as well as interactive online learning content and scenario-based assessment.

This package is a cost-effective way to train large numbers of staff based in one location or spread across multiple geographies. It represents a unique opportunity to introduce your employees to humanitarian standards and effective joint working during a humanitarian response, whilst developing their volunteering skills.

*"It demonstrated to me that there is an amateur and professional level to volunteering and what I have been doing is casual and reactive. I now know that I need to have a deep understanding of the task at hand before offering to volunteer."*

**Corporate volunteer who recently completed the course**

*"It was important for HSBC that staff were familiar with core humanitarian principles and standards; and to promote methods to ensure they are able to act safely and responsibly in future local-level crises. The Academy responded to our brief to provide relevant learning in an interactive and engaging format, and we have been very impressed with the training that our employees have received. The feedback has been positive and I'm confident that HSBC volunteers are now equipped with the skills to put into practice what they have been taught and contribute meaningfully to the communities in which they live."*

**Sabrin Rahman – Head of Sustainability MENAT at HSBC Bank Middle East**

## Our training offer

The training package contains six core modules, which can be tailored to meet the needs of your organisation.

We can adapt and translate content according to your specific needs, as well as build additional content where required in order to ensure that it is of relevance to your staff. For example, if community relations in a specific geography are particularly important to your business, we can design and incorporate content with meaningful cultural context.

## Key topic areas

- Understanding humanitarian contexts and applying humanitarian principles
- Understanding the aid system and coordination in humanitarian settings
- Accountability in the humanitarian context
- Managing oneself in a pressured and changing environment
- Risk assessments and operating safely and securely at all times
- Communicating in times of crisis

## What happens after the training?

We will monitor and evaluate the training to:

- demonstrate the impact on your organisation
- learn from the experience
- improve content delivery in the future

With a thorough understanding of your objectives, we are able to implement appropriate and timely feedback loops. Ongoing monitoring and evaluation is crucial to better understand the impact of the learning and continually improve content delivery.

## Sustainable and scalable

To ensure that our learning is sustainable and scalable, we are able to train a cohort of humanitarian 'champions' who would support the training of other peers, expanding the reach of the learning to a much wider audience.

We are also able to work with you to develop a participant stewardship plan, to support staff engagement throughout the programme and following completion.

## Get in touch

If you are interested in our Volunteer Essentials learning package and would like more information, get in touch with us at [partnerships@humanitarian.academy](mailto:partnerships@humanitarian.academy)

After discussing your needs, we will provide a quote that matches your requirements.

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