

## Case Study: COVID-19 Crisis Management in Bnei Brak



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The case examines the COVID-19 crisis management in the city of Bnei Brak in light of the challenges arising from its dense, communal lifestyle. It emphasizes the need for decisive leadership, a competent crisis management team, cultural awareness, transparent communication, and collaboration with trusted community leaders. The educational objective is to impart lessons on effective team building and leadership during crises, utilizing the GRIP (Goals, Roles, Interpersonal Processes) framework to emphasize assembling the right team, taking decisive actions, appreciating cultural contexts, and fostering open communication. As part of the learning outcomes, students will understand the importance of teaming and enhance their ability to manage crises effectively while maintaining psychological safety under extreme circumstances.