

THE COMMUNICATING FOR INFLUENCE TRAINING WORKSHOPS©

A series of training modules designed to help executives and professionals develop confidence and ease in public speaking, managing difficult conversations and presentation scenarios effectively.

MODULE 2

Communicating in Crisis: A One-Day Immersion Workshop for Business Leaders and Communication Professionals

Even the best-run companies have unexpected events that create a crisis for the organisation. Loss of reputation, customer loyalty or trust of products or severe financial penalties can all occur as a result of a crisis leading to a significant loss of business value. **Module 2** of the '*Communicating for Influence*' Workshop Series, is the '*Communicating in Crisis*' – an intensive 1-day workshop that prepares participants – through a relevant simulation exercise – to respond adequately in times of crisis in a way that minimise adverse impacts to the business mandate and reputation.

- Train with Senior Consultants with extensive global experience with blue-chip companies at the leadership level in the area of external & stakeholder relations, communications, journalism and public relations across a number of industries including Energy, Transport & Tourism, Marketing, Manufacturing, Telecommunications, Education & Training, Construction, Banking and Insurance, Public Service and International Agencies

Learning objectives: *In this workshop you will explore the following:-*

- ✓ How to schedule activities ahead of a crisis - i.e. preparing for a crisis
- ✓ How to create a process to understand the key areas of risk and issues that are relevant to your business and your stakeholders – well ahead of any crisis
- ✓ How to craft the narrative with an understanding of stakeholder and public perception of your business
- ✓ How to speak with 'one voice' - building consistency
- ✓ How to create powerful and purposeful messaging
- ✓ How the local media functions - understand the local media environment
- ✓ How to recover after a crisis

Course Framework

- ✓ Develop an understanding of the theory and practices of effective crisis communication
- ✓ Craft an effective crisis management plan that focuses on the pre-crisis, in-crisis and post crisis actions that need to be taken as a response to crisis
- ✓ Learn how to handle the acute phase of a crisis and deal - under pressure - with the multiple issues to be handled as the event unfolds
- ✓ Understand and develop compelling strategic messaging for all channels of distribution in both traditional and social media
- ✓ Engage and effectively communicate with the media during times of crisis
- ✓ Undergo a table-top crisis simulation with an emphasis on transferring learning to your company

Who should attend?

- Communications and public relations professionals who are responsible for managing crisis communications
- Persons designated as spokespersons in time of crisis
- Members of the crisis management teams
- Leaders who need to have a broad introduction to the basic elements and issues involved in crisis management

Course delivery

- The course will be presented as a one-day course – 8.30 am to 4.30 pm.
- There will be a minimum of 10 and maximum of 14 persons per course to allow for a more in-depth and interactive class environment
- Real time development of crisis scenarios for real time application and learnings
- An "on-camera" session for feedback to enhance personal effectiveness
- Original and relevant business and case studies for real time application and learnings
- Video as a teaching tool to enhance communication effectiveness

Instruction method and tools

Tutor-led inputs and seminars. Original case studies, simulations and independent learning tasks. Individual input (reflection and introspection). Video based analysis: Live video and playback analysis. Training materials and/or handouts and peripherals