

Communicating Through the Storm



For Intermediate Level



100 Minutes



Learning Objectives

- + Explore meaning and need for crisis communication
- + Understand key elements of successful crisis communications
- + Practice, learnt tools and techniques for successful crisis communication



Learning Tools

- + Facilitator driven discussions
- + Individual reflections
- + Shared stories and anecdotes
- + Self - assessment
- + Scenario analysis
- + Group exercise



Your Takeaways

- + Refine your crisis communications plan
- + Transform the crisis into an opportunity
- + Confidence and Candor
- + Rehearse and practice crisis communication

Learning Modules

- + Role of communication in stormy situations
- + Loss of not communicating
- + Crisis vs. opportunity
- + 5Cs of communications
- + Process elements of crisis communications
- + Traits of a successful crisis communicator
- + Tips for communication during crisis
- + Practicing crisis communication
- + Action plan