

## Secrets of Handling Crisis Communications

Whether protecting internal culture or external public reputation, successful crisis management requires careful upfront planning. The costliest effects from unexpected controversy usually comes as issues are tried in the court of public opinion, on social media and in the press. In many circumstances it will be necessary to craft an initial response before all facts are known, which could either save or doom your reputation. The public is sophisticated, and messaging perceived as unauthentic or merely strategic will do more harm than good. This session teaches you how to craft genuine, transparent communications, to take control of the evolving narrative and to establish and maintain coherent, unified messaging.

### Major Subjects:

- Dealing with problems complicated by legal liability
- The right ways to take ownership and be transparent
- Using thematic analysis to measure perception
- Owning difficult conversations
- The psychology of culture, groupthink and social perception
- Understanding the tipping point in messaging
- The sensitive issues when crises arise from the C suite

Learning objectives: Attendees will learn communication skills related to crisis management. They will learn to coordinate with organizational members to develop and maintain an effective message perceived as authentic and transparent while considering the practicalities of legal liability.

Level: Basic

Prerequisites: None

Advanced preparation: Not required

Hours: 1-4. Session available in 1-2 hour presentation format or 2-4 hour workshop format.

Designed for: All organizational members, executives, board members, legal representatives, policymakers and other decision makers interested in learning how to be effective at handling communications during a crisis.

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