



GROUP
emc

CRISIS LEADERSHIP

**critical preparation for emerging from a crisis
with an even stronger reputation**

Crisis means different things to different people, but it all revolves around Reputation; how you manage it, how you protect it, and how you enhance it.

Imagine your worst (corporate) nightmare. Just how well prepared are you, both logistically and practically?

Astute leaders know they and their teams need training for the media, community and other stakeholder relations issues that erupt from every crisis event.

This is an advanced level program for those with existing media experience and media relations skills.

It provides participants with an in-depth understanding of how the media operates, and how to get critical information across in potentially hostile or volatile situations, while actually enhancing personal and organisational reputations.

The skills provided are essential for radio, television, print media, press conferences and social media, as well as being highly valuable for non-media target groups, and other arenas of intensive scrutiny or sensitivity.

Why GroupEMC?

We have coached more than 5000 Australian business leaders and public figures over the past two decades and now you can use the same insights to influence people to achieve your corporate objectives.

Our method is the result of hands-on experience in strategic communications and media presentation, and taps into more than 25 years of frontline metropolitan and international journalistic experience.

Who it's for:

- All leaders, managers, business owners, board members, senior public officials, community leaders
- Anyone involved in leading crises and contentious issues - with internal or external stakeholders
- Communications Managers of large organisations
- Human Resources leaders in complex workforce structures
- Leaders who have on-going disparate and high-level interface with the media

What you'll learn:

- How to lead through a crisis – and not having the crisis lead you
- The critical difference between Crisis Leadership and Crisis Management
- Living your brand - enhancing your values and principles within a crisis
- Tools for crisis media engagement (*rapid fire* tactics)
- Tools, techniques and greater confidence in live TV, live radio, Press Conferences and doorstep interviews
- How to most effectively deal with rumours
- Skills for keeping the customers – and everyone else - satisfied

How you'll learn:

- 1 day tailored program
- contextual material coverage
- explanation and provision of specific tools and techniques
- practical workshop exercises + on-camera practice, review and feedback

What you'll take away:

- a customised selection of handouts and template tools
- a personal DVD recording of your interview presentations

For bookings and enquiries:

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