



Communication Training

Excellent communication can build credibility, aid problem solving, develop relationships and inspire action. It is essential during crisis and emergency.

Crisis Ready brings together expertise in motivation and psychology, and performance skills, to deliver intensely practical sessions that really change participants' understanding and capability.

Our communication training is delivered by experienced communicators who have been professional spokespeople and know how it feels to be in front of both a camera and a live audience. It addresses strategic messaging, the performer's language, the structure of their speech, their voice, gesture and body language. Our group or one-on-one coaching, enables a performer to present the right image while getting the right message across.

We will build an awareness of communication techniques that improve clarity, accuracy and timeliness of the information being transferred and discuss the barriers that can prevent messages being communicated effectively. Practical exercises will solidify understanding and build skills. Crisis Ready provides tailored sessions far beyond conventional media training, including as requested:

- communication strategy
- reaching resistant audiences
- awareness of cultural complexity
- community engagement techniques
- strategic messaging in practice
- internal communication
- efficient meeting communication
- communicating for incident management and reporting
- social media choices
- media performance and techniques

MEDIA AWARENESS TRAINING

This is intended for staff who may interact with the media but are not normally spokespeople, such as reception or security staff. This training prepares them for the encounter by building an understanding of the media's needs and effective interaction techniques, to develop confidence and ensure that their handling of the media doesn't become the story.



MEDIA TRAINING

The media are not the enemy: bad media relationships are. Crisis Ready provides tailored, practical solutions, to prepare media spokespeople and their support team to get the very best from media encounters.

The focus is on building both strategic communication skills and significant performance ability. Our approach is to create an awareness of individual strengths and weaknesses to develop the most effective personal communication style and enable participants to present with authenticity and strength.



Communication Training

Crisis Ready has its own radio and video production facilities capable of providing a realistic simulation of media interviews. Theory will be put into practice as participants develop a better understanding of both the media and their audiences, as well as capacity and confidence as media performers.

CRISIS & ISSUES MEDIA TRAINING

Recent research indicates around 30% of all learnings following a crisis relate to communication. It's vital to get media engagement right in an issue or crisis. Both messaging and spokespeople are put under real pressure and must be able to cut through outrage and hostility to be understood and believed. Our crisis media training will prepare you for the most hostile interviews without resorting to clichéd sympathy statements or repetitive key messages that actually destroy credibility. We can give you the confidence and skills to work effectively **with** the media to get your messages out in a complex and difficult situation.



SPOKESPERSON DEVELOPMENT

Spokesperson development training focusses on perfecting communication skills necessary to allow participants to speak with clarity and commitment and most importantly to be listened to and truly understood. It will build their skills in communicating through the media or directly to the community and other stakeholders as well as internally within your organisation. Tailored sessions will focus on individual needs including strategic choices, vocal quality, language choice and non-verbal communication. These sessions can also be built to work with the communications team to enable them to best prepare and support the spokesperson. Through theoretical discussion and practical experience participants will develop their ability to inform, to persuade and to inspire.

“Crisis Ready’s Crisis and Issues training was invaluable to our organisation. They catered to our specific media needs and ensured that we were well prepared to respond swiftly and appropriately to any media issue that could arise. Thanks for your expertise and support – I couldn’t recommend them more.”

***Patricia Galliford, Marketing & Communications Manager,
Deaf Services Queensland***