

Crisis communication



COM-30 2 Days (14 Hours)

Description

Understand the crisis phenomenon to better prepare for it. Identify internal and external stakeholders. Prepare your organization. Ask yourself the right questions to deal with media pressure. Develop a response strategy. During this training, participants will learn to identify the pitfalls to avoid and the attitudes to promote, in order to secure the company's e-reputation.

Who is this training for ?

For whom

Any team manager who is experiencing or has experienced a crisis or uncertainty situation (merger, increase or decrease in activity, reorganization, pressure on results, conflicts, etc.) and who wishes to acquire the managerial tools to manage it better.

Prerequisites

- Be a team manager.
- Have experienced or been required to manage a crisis situation within their structure.

Training objectives

- Set up a crisis management system
- Recruit and train crisis unit actors
- Establish a communications strategy to deal with the media crisis
- Integrate social networks into your monitoring and communication strategy
- Manage your e-reputation
- Develop your personal ability to communicate effectively in a crisis situation

Training program

Période difficile ou crise : décrypter la situation de son équipe

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We are at your disposal De Lun - Ven 09h00-18h00

- Reorganization, takeover, merger, decline or growth in activity, conflicts between teammates... understand the different types of crisis
- Analyze the causes, issues and specificities of each situation
- Decipher the impact and repercussions of a difficult situation on the team, employees and their interactions
- Identify "weak signals" to anticipate difficult situations

Réagir en leader face à une situation de crise

- Adopt the right management style to effectively support each employee: the contributions of situational management
- Involve your team in the search for a solution (participative meetings, feedback interviews, etc.)
- Take a step back to maintain your judgment and decision-making skills
- Manage your doubts and stress as a manager: do not identify the problem... but manage it
- Adopt a winning posture to maintain the motivation and cohesion of your team

Désamorcer les tensions et gérer les incertitudes

- Doubts, tensions, stress, aggressiveness, withdrawal... understand emotional responses and defense mechanisms in the face of losing direction
- Decipher the reactions of your colleagues to better support them
- Adapt your communication to the profile of each employee
- Acquire the tools to defuse tensions and conflicts within the team

Manager la phase « post-crise »

- Manage the grief curve and support your team through change
- Debriefing, feedback or feedback: capitalize on the crisis and learn from it
- Transform the problem into an avenue for improvement
- Implement sustainable and effective solutions
- Develop the organization and define new processes to respond to a new environment