

Communication Skills for Any Issue That Impacts Your Organization's Mission

How to Plan and Conduct Communications with Any Stakeholder (Internal or External) on Any Issue (Safety, Health, Environmental and Others) that Impacts Your Organization's Mission

The workshop is about communicating with any stakeholder, internal or external, in any situation on any issue that could impact your mission. The course includes both planning skills such as identifying and prioritizing stakeholders and developing an action plan as well as the communication skills required in dealing with stakeholders including supporters, straddlers and opponents. The skills include dealing with genuine negative emotions (anger, fear, irritation, frustration, etc), dealing with agendas (personal, economic, social, cultural, historical) and dealing with misperceptions of various risks (safety, health, environmental, security and economic).

The workshop is hands-on and very interactive and designed for the work issues that the attendees bring into the classroom. The instructors have conducted over 400 workshops for government agencies and corporate clients.

2.5-Day Risk Communication Workshop SEPTEMBER 9-11, 2014

The course will cover:

1. Information on Risk Communication:
 - What is it?
 - The 3 Arenas of Risk Communication: Risk Perception, Agendas and Emotions
 - How it can impact an organization's mission.
 - Why is it challenging with specific personal experiences the instructors have had. The instructors demonstrate that risk communication is a unique form of communicating unlike public speaking and how anyone with the right training can be very effective with this type of training.
2. A hands-on exercise on difficult questions in the most challenging situations the students have received or could receive in their jobs. The instructors will role play for the participants ways to respond to these situations.
3. Additional communication skills covered in this course include:
 - How to influence perception of risk in stakeholders Use of risk comparisons and numbers
 - How and when to deliver "bad news"
 - How to get in front of issues
 - How to deal with various types of activists.
 - Traps to avoid and why
 - Working across cultures
 - How to respond to agendas such as personal, economic, political, social, cultural and historical
 - How to respond to genuine anger and genuine fear

4. Two communication tools to respond to any challenging issue in any setting will be reviewed. These tools apply to internal and external stakeholders.
5. Non verbal communication both observation skills and self awareness skills. Also active listening – what are people really saying?
6. How to develop messages including: A) How to determine your message mission/purpose, B) Selecting the target stakeholders, and C) Choosing among the various channels, vehicles, and applications that will best serve your message purpose for those stakeholders.
7. How to plan and conduct challenging meetings both public and internal.
8. A brief overview of the Media Communication Process: How communicating with the media is different than communicating with other stakeholders and the necessity of limiting your media communicators to those that are properly trained.
9. Applying all the Risk Communication Skills in role playing scenarios that reflect the attendees' job challenges.
10. A checklist is provided to the students to take back to work to help them apply some of their learnings to their assignments. Each student usually has their own unique combination of "take backs."

NOTE: The course applies the use of lectures with interactive discussions, individual work, group work, use of numerous videos to demonstrate points and brief case study discussions.

Risk Communication Workshop

Risk Communication is planning and communicating skills on any issue with any stakeholder that impacts your organization's mission. The stakeholders can be supporters, straddlers or opponents.

DAY 1 – September 9, 2014

APPROX TIME*	ACTIVITY
9:00 – 9:15	Introduction <ul style="list-style-type: none"> – Welcome – Course expectations – Participants' issues
9:15- 9:30	Exercise <ul style="list-style-type: none"> – Know your stakeholder
9:30 – 11:00	Risk Communication Fundamentals <ul style="list-style-type: none"> – Understand the relationship between risk analysis, risk management and risk communications. – Recognize the critical role of risk communication in making good risk management decisions. – Recognize the critical role of risk communication in reducing A) perception of science, data and facts, B) emotions such as anger, fear, distrust, concern and C) agendas such as personal, economic, political, cultural, social and historical. – Learn how risk communication is unique.
11:00 - 12:00	Generic Question/Statement Exercise <ul style="list-style-type: none"> – Learn how to prepare for any difficult question or statement on any issue using a Generic Categories Communication Tool. – Exercise – How to respond to any difficult question or statement the attendees could receive in their work
12:00 – 1:00	LUNCH
1:00 – 3:00	Generic Questions/Statements Exercise – Cont.
3:00 – 3:30	Risk Communication General Guidelines <ul style="list-style-type: none"> – Communication traps and how to avoid them – Explaining relative risk – The use of risk comparisons and numbers
3:30 – 4:30	Role Play Exercise <ul style="list-style-type: none"> – Applying the skills learned so far in the workshop using mini-scenarios

*Breaks will be included throughout the day.

DAY 2 – September 10, 2014

APPROX TIME*	ACTIVITY
9:00 – 10:00	Role Play Exercise – Continued
10:00 – 11:30	Non Verbal Communication Skills <ul style="list-style-type: none"> – Self Awareness Skills – Observation Skills – Examples – videos, print press
11:30 – 12:00	Message Development, Methods and Tools <ul style="list-style-type: none"> – Learn the different purposes of messages – Recognize the different applications of messages – Learn the components of messages – Learn the use of communications channels, vehicles and tools and how to use them – <u>EXERCISE</u> – in small groups, develop a written message about a technical/ scientific subject to a non technical stakeholder
12:30 – 1:00	LUNCH
1:00 – 2:30	Message Development, Methods and Tools – Continued
2:30 – 3:00	The Media Communication Process <ul style="list-style-type: none"> – Why communicating with the media is important – How it is unique and requires specialized training for those tasked to talk with the media
3:00 – 4:00	How to Conduct and Participate in Controversial Public Meetings <ul style="list-style-type: none"> – Use of numbers – Traps to Avoid
4:00 – 4:30	Simulation Set Up <ul style="list-style-type: none"> – Set up and prepare for final case study simulation

*Breaks will be included throughout the day.

DAY 3 – September 11, 2014

APPROX TIME*	ACTIVITY
9:00 – 11:30	Simulation Final Exercise <ul style="list-style-type: none"> – A final exercise that uses all the tools learned in the workshop. This final exercise will use issues specific to the attendees
11:30 – 12:00	Close <ul style="list-style-type: none"> – A checklist to review what was learned in the workshop and how the attendees will apply the learnings to their work

*Breaks will be included throughout the day.