



AMCTO

THE MUNICIPAL EXPERTS

AMCTO's Corporate Training

Proactive Crisis Communication: Audit & Prevention Strategies

1-Day Workshop

Municipalities address an unusually broad range of issues, services, and stakeholders. Thus, the risk of crisis is significant. Three commonly recognized areas of crisis are: reputational, public safety, and financial. This workshop adds a fourth risk, *trust*.

While respecting that municipalities have clear crisis communications protocols in place, this workshop will complement and support, and not interfere, with these carefully thought-out protocols. It will teach proactive thinking, conversation and assessment designed to build an understanding of various types of potential crisis, identify unique risks within particular teams/units, and provide communications strategies for averting crisis before it arises.

Pre-Workshop Registration Requirement: In order to ensure that each session is customized to address the needs of its participants, you are required to complete a Potential Crisis Checklist prior to registering. This checklist will identify the top three crisis your municipality is most susceptible to. This critically important information will also inform key aspects of the workshop such as scenario development, communications techniques for avoiding crisis, and special supplementary templates and checklists.

What you will learn:

- Participants will be provided of an overview of the psychology of crisis --- human responses and triggers, multi-causation, and counter-productive organizational tendencies, which inadvertently threaten *trust*.
- Participants will develop a clear understanding of their particular high-risks crisis scenarios, and be able to identify proactive communications techniques for effectively avoiding crisis: verbal de-escalation, communicating across audiences with conflicting interests, selecting the right communications platforms, and stakeholder negotiation.
- Using real-life workplace scenarios developed based on the information gleaned from the Potential Crisis Checklist (completed prior to the session), participants will identify three trust-based, front-end, crisis communications strategies for addressing their specific potential risks
- Each participant will be provided with a Proactive Crisis Communication Toolkit complete with definitions, checklists, and templates.