SCANDINAVIAN ACADEMY
For Training and Development

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Course: Media Management in Crisis Communications

Code	City	Hotel	Start	End	Price	Language - Hours
PR-183	Berlin (Germany)	Hotel Meeting Room	2026-06-15	2026-06-19	5450 €	En - 25

The Course

This highly participative seminar will help you to develop your leadership skills to lead others in times of pressure, stress and crisis You will obtain the latest insights into what make a leader able to manage themselves and others during times of crisis. By applying these leadership skills to the tasks and challenges you face in your work, you will begin to experience breakthroughs you never thought possible.

The Goals

This seminar aims to enable participants to achieve the following objectives:

- Build and develop leadership skills for handling pressure
- Gain confidence to cope with stress
- Become familiar with how the different personality styles respond to stress and pressure and identify your personal style in coping with stress
- Develop leadership skills for managing crisis
- Learn how to lead others during times of crisis

The Process

The seminar will combine presentations with interactive practical exercises, supported by video materials, activities and case studies Delegates will be encouraged to

participate actively in relating the principles of stress management to the particular needs of their workplace.

The Benefits

- Understand and better appreciate the importance of managing stress
- Learn how to cultivate a positive mindset for in times of pressure
- Practice creative leadership for handing crisis

The Results

- Discover how to handle crisis in the organization
- Implement creative leadership for leading others in times of stress
- Develop the creative potential of others during times of crisis

The Core Competencies

Participants will develop the following competencies:

- Implement leadership skills to manage crisis with confidence
- Use effective communication to lead others during times of great pressure
- Help your team find creative solutions to workplace difficulties & challenges
- Enhance your leadership skills and improve your abilities to cope with stress
- Learn how to challenge assumptions and perceptions about stressful situations
- Return to work with leadership practices to handle pressure

The Programme Content

Day One : Personal Leadership Skills for Handling Pressure & Stress

- Stress and its effects on the body, mind and spirit

- Holistic response to stress
- Relationship between mind and body
- Personality styles and response to stress
- Understanding Introvert and Extravert responses to stress

Day Two : Enhancing Communication Skills in Times of Stress

- Passive & aggressive responses
- Assertive communication during stressful times
- Managing conflicts during times of stress
- Giving and receiving criticisms during stressful moments
- Resolving conflicts constructively during times of pressure

Day Three : Leading with Confidence During Challenging Times

- Coping with sudden change
- Leading others during sudden changes
- Recognizing the symptoms of short term and long term effects of stress
- Motivating yourself and others under pressure
- Building confidence during stressful times

Day Four : Improving Leadership Effectiveness in Managing Crisis

- Crisis management skills
- Recognizing opportunities for change in a crisis
- Helping the team look for creative opportunities
- Practicing creative leadership in facing a crisis
- Removing blocks to creative solutions in a crisis

Day Five : Developing & Training Your Team to Handle Pressure, Stress & Crisis

- Training and developing employees to handle stress and pressure
- Stress handling techniques for you and your employees
- Helping the team to see the positive side of change in the workplace
- Implementing creative problem solving skills for your team when facing crisis
- Developing a personal action plan

The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.