



**Public Relations &  
ommunication skills**



**SCANDINAVIAN ACADEMY**  
Training and Development



# Course: Media Management in Crisis Communications

Code	City	hotel	Start	End	price	Hours
183	Florence (Italy)	Hotel Meeting Room	2024-04-22	2024-04-26	5450 €	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 makes 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 handling 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 employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.