

CRITICAL COMMUNICATION STRATEGIES: HOW TO GAIN CONTROL IN A CRISIS

Critical Communication Strategies: How to Gain Control in a Crisis

Seminar #2149

Overview

Uncertainty and upheaval in the workplace come in many shapes and sizes, from restructurings and new initiatives to major downsizings and closures. This two-day course will provide you with skills and tools to develop an effective communication plan for use in times of significant change. Get step-by-step advice for communicating major events such as reorganizations, layoffs, mergers and acquisitions, bad publicity, employee policy changes, cost-cutting strategies and more. This seminar can also help you reduce the likelihood of failure and break down "brick walls" of employee resistance, help tackle "we've always done it this way" thinking, reduce confusion and panic, and mobilize your workforce for the changes necessary to survive.

Credits**Schedule**

We're sorry but this seminar is no longer available as an open enrollment seminar, but it can be delivered at your site. Please consider these alternative solutions to your development needs:

- [Explore AMA's other offerings.](#)
- Call 1-877-566-9441 to speak to a sales representative about bringing this or a similar seminar to your workplace.
- [Request a copy of AMAs most recent seminar catalog.](#)

How You Will Benefit

- Communicate change effectively to increase productivity and morale
- Have a dramatic change communication plan readily available
- Understand when and how to use personalized communication to engage employees
- Manage gossip and rumors
- Be better prepared for difficult conversations and organizational meetings
- Restore team spirit and rebuild trust

What You Will Cover

- Guidelines for open and transparent communication that boost morale in the face of uncertainty
- How to "temperature check" employee morale and motivation
- Three steps to improving the morale of those who remain after a layoff
- Preparing yourself to engage in a difficult conversation
- Knowing which communication tools to use at each stage of the "ladder of engagement"
- Putting together an on-message "elevator speech"
- Creating your communication plan for dramatic changes
- Developing an effective contingency plan for use when things go wrong

Who Should Attend

Midlevel managers and directors who wish to maintain productivity and organizational focus throughout times of uncertainty, change and unexpected challenge.

Ways to Register

- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)