



 **acceleres**
Critical
Communication
Capability®
Foundation

Key Benefits

- *Understand the do's and don'ts of crisis communications*
- *Learn the quick win actions you can take to transform your communications capabilities through a thorough assessment of current processes and practices.*
- *Adopt and adapt crisis communications strategies and methods for individuals, teams, and the entire organization*
- *Get on the same page and begin to improve*
- *Get further, faster gaining confidence, efficiency and effectiveness.*

Why Critical Communication Capability?

You've been hacked. At the same time, an embarrassing internal employee thread has been leaked to the press; cybercriminals are attacking your organization; activists are targeting you in social media; influencers are advancing storylines that are not entirely factual or in your best interest; customers are confused and worried. What you say, when, and to whom throughout the incident will shape the perception of your organization for years to come. Getting it wrong can result in immediate and long-term loss of income, reputation, goodwill, and operational capability. Getting it right can create trust among your customers and understanding with influencers. Now more than ever, good critical communication capability is vital to your confidence and peace of mind.

About this course

The purpose of Critical Communication Capability® (CCC®) Foundation is to provide business and IT professionals with a shared approach, a common language and best practice guidance for understanding and improving their capability to handle critical situation communications effectively.

Certification exam type and duration

Upon completion of the course, candidates may sit the optional 60-minute, 40-question, multiple-choice CCC® Foundation examination leading to the CCC® Foundation Certificate. A score of 26 of 40 (65%) or better is required to pass the examination.

Increasing your critical communication capability takes time and effort. Plans tend to gather dust and be obsolete when you need them most.

There is no substitute for a shared understand, common language, and practice to embed capabilities in 'muscle memory', where individuals, teams and organizations have the right skills, knowledge, and mindset to prepare for and respond to critical situations effectively.

In the CCC® Foundation course, you'll learn the Critical Communication Capability® model, and assess your capability against that model, as a basis for identifying ways to improve your ability to handle critical situations. With the optional simulation, you will begin to apply critical communication strategies and methods through a series of simulations rounds designed to begin to prepare you for the real thing.



Target audience

Business and IT leadership teams and Individuals who contribute to critical communication.

Prerequisites

This course has no specific prerequisites.

Duration

This course consists of 14 contact hours of study, exclusive of examination preparation (including review of sample examinations). It is available as self-directed learning (eLearning or Computer-Based-Training, with optional online exam with remote proctor) or as a traditional classroom or virtual instructor-led training delivery. The course can typically be completed over 2 days, with the examination at the end of the 2nd day. A third day is added when the optional simulation is added, which helps individuals and teams get beyond intellectual acceptances of the concepts, principles and models covered, and on to beginning to practice getting what they need to know and do into 'muscle memory'.

Learning Objectives

At the end of this course, you should be able to:

- Describe why critical communication capability is needed
- Describe the Critical Communication Capability® model, along with its key principles, concepts and models
- Cite actions needed to create/update current critical comms plans, strategies and processes, e.g., infrastructure security
- Identify key communications stakeholders for critical incidents
- List ways to close critical communications capability gaps
- Describe ways to improve social media channel capabilities
- Describe critical communication preparedness resource needs
- Begin to demonstrate better "muscle memory" critical situation handling (through the optional simulation)

Course Outline

Module 1: Why Critical Communication Capability®?

Module 2: Critical Communication Capability® overview

Module 3: Critical Communication Capability® self-assessment

Module 4: Critical Communication Capability® results areas

Module 5: Critical Communication Capability® phases

Module 6: Critical Communication Capability® resources

How to get started

Contact us at [+12064026814](tel:+12064026814) or info@acceleres.com to learn more or schedule a workshop.