

The Critical Communication Capability® Foundation Course: What It Covers

- Understand what critical situations are and examples of situations your organization may face
- Benefit from a historic overview through case studies of famous critical situations – what happened, the right moves, and the mistakes made
- Learn about the evolution of critical incidents and crisis management and understand the current changing landscape that is shaping how you can effectively respond to a critical situation
- Meet the challenge of critical communications by building capability
 - Embrace a shared approach and control plane for business + IT
 - Adopt a clear model for readiness – the Critical Communication Capability® Model
 - Improve indicators of resource readiness
 - Bringing it all together in moments of truth
- Adopt the Critical Communication Capability® Model to your organization and recognize how each of the elements – the result areas, phases, and resource areas work hand in hand
 - Understand how to use the CCC® model lever layers, model engagement approaches
- Work on maintaining four result areas—Brand & Reputation, Ecosystem Health, Legal Compliance, Financial performance—in a desired state
 - Master the factors and levers, ways to monitor and trade, and the indicators for the success of each of your results areas
- Learn the Phases of Critical Communications Capability and what you need to do in each phase
 - Recognize the key actors (IT Lead, customer outreach team, communications group, legal reps, and executive leaderships team) and actions in each phase
 - Indicators for each phase map to moments of truth within each phase
- Master the critical resources, your people, processes, information, and technology -- and learn how to keep key indicators in each of these areas in a desired state
- Learn all about force field analysis, best practices, agile continuous improvement, and regular practice and drills
 - How we know we are achieving and maintain desired states – indicators
 - Aim to move the dial on indicators of resource readiness in each phase before an incident occurs; respond well when it does
- Identify and master the Key Communications Principles including the Six Cs of Effective Messaging, The PESTLE model of external factors that constrain and influence communications and the readiness skills everyone needs to be prepared, but few have experience dealing with
- Know the levers you can use to get shared practices into ‘muscle memory’
- Take the Self-Assessment to Determine your capabilities and areas of weakness and gaps that need to be addressed

With 247 Indicators and more than 740 Best Practices detailed in subsequent CCC® Practitioner Courses, you have everything you need to get your organization’s resources and results areas in a desired state to effectively manage any critical situation.