



Critical Communication Capability®

Live Online Drills and Exercises

Key Benefits

- *Build critical situation communication skills in 'muscle memory' as an individual, or as a team*
- *Get instant feedback and actionable guidance from expert consultants*
- *Get your team or organization on the same page, with a shared sense of purpose and urgency to close gaps in crisis communications skills, knowledge and mindsets*
- *Get further, faster with a structured approach leveraging independent experts who have 'been there' and 'done that'*

Why Live Online Drills and Exercises?

When it comes to critical communications capability, intellectual acceptance isn't enough; gaining true capability resides in muscle memory, which is fundamental for you, your team and organization to deftly handle the expected and unexpected moments of truth in critical situations. Critical Communications Capability® Drills and Exercises are live, online working sessions for individual or multiple teams in your organization, conducted by two Accelereres Consultants, one facilitating, one capturing observations, questions and action items. In each training, you'll learn a skill, practice it in real-time scenario environments, get feedback on how you did from your facilitators and colleagues, and walk away with practiced capability and valuable action items for taking your capability even further.

Choose any one of the practice drills and exercises shown on page two or contact us to discuss custom options for your team or organization.

How to get started

Book online at [acceleres.com](https://www.acceleres.com), or contact us at [+12064026814](tel:+12064026814) or info@acceleres.com to learn more or schedule a workshop. Choose a 1, 2, or 3-hour segment based on your availability and the depth to which you want to learn and practice.

Mock Press Conference	Drill on how to best respond in real time to a series of questions from reporters and news outlets; how to set the right cadence, respond to unexpected questions, effectively bridge to your messages, and present yourself and your organization as accessible, empathetic, and credible.
Live Press Interview	Practice the best ways to respond to questions in a one-on-one interview, how to be convincing and credible on camera, and how to effectively bridge back to your core messages while maintaining trust and credibility.
Message Development	Strengthen your skills in creating the right messages and talking points to guide your outreach efforts using the six Cs of effective communications, for clear, concise, credible, consistent, creative, and compelling messages.
Collaboration in a Crisis	Practice across teams with exercises testing your ability to collaborate with groups outside your regular business interactions, with debriefs for learnings and actions to improve cross-team understanding, culture and coordination.
Scenario Tabletops	Test your crisis response capabilities through specific exercises that assess your current level of preparedness and ability to think, react, adapt and respond to potential scenarios.
Vulnerability Assessment	Brainstorm likely critical situations based on a careful assessment of sector challenges, potential technical vulnerabilities (cybersecurity), competitive factors, known internal weaknesses/gaps and other internal and external issues related to your organization.
Public Disclosure Workshop	Understand and apply the factors at play in determining if and when to go public with an issue or vulnerability – the pros of disclosure and the consequences of publicly acknowledging an issue or problem.
Message Coordination Across Channels	Learn how to determine if your messages are being communicated consistently across different channels; understand the ways to improve coordination and consistency in different mediums by developing language and materials tailored to different audiences and channels.
Leadership Decision-Making in a Crisis	This workshop will focus on the leadership team and the demands they will face in a critical situation; discussion will center on the factors that must be considered in crisis management decision-making with drills to test your ability to make the right decisions, in the right way, quickly and decisively.
Handling Regulators and Government Officials in a Crisis	Learn the questions to ask and the issues to consider to best identify and determine the government regulations and disclosure obligations for your organization; Practice the most effective ways to communicate to government audiences; what to emphasize and how to maintain contact and foster relationships with elected officials, key staffers and career civil servants.
Impact of Communications on the Bottom Line	Understand and track the link between effective communication and financial results – how strong communications performance helps drive sales, compliments marketing campaigns and enhances reputation. Practice messaging in ways that produce a positive impact on the bottom line.
Key Comms Principles and Approaches	Learn and practice the key tenets of effective communications that will help guide you on the best ways to connect with audiences, respond to inquiries, project a positive image, and build trust and credibility with key audiences.