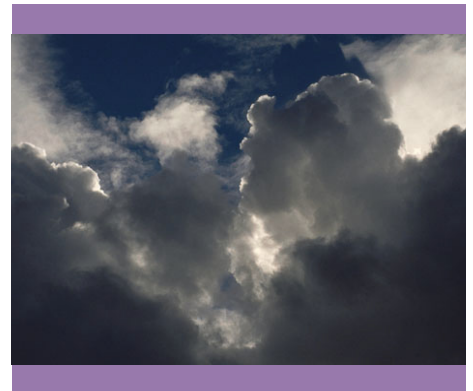




Breaking Bad News

A one-day workshop on how to deliver difficult messages effectively at an organisational and individual level.

It is equally applicable to in-house PR executives and consultants.



**For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.*

Aims of the course

Delegates gain a clear understanding of the key elements of planning & managing communications about controversial and difficult situations. These could include organisational errors, redundancies and downsizing, as well as underachievement on sales and other targets.

Delegates learn how to:

- Understand the psychology of loss and change and how people react to bad news
- Support line managers in breaking bad news
- Develop internal communications that link to and support effective external communication
- Convince and coach line managers to be good communicators in tough times
- Prepare themselves to deliver bad news effectively
- Deal with the aftermath of breaking bad news

COURSE CONTENT

Breaking bad news at the corporate level

Dealing with organisational change and crisis. Developing corporate empathy.

Understanding reactions to bad news

How it feels to receive bad news. How people react. Some strategies for managing those reactions.

Developing internal and external communications strategies

Linking communications programmes to deliver consistent messages. Developing common messages. Choosing the most effective communications channels.

Supporting leaders and managers in breaking bad news

Making the case for good communications. Helping leaders to demonstrate empathy and integrity.

What skills do you need to break bad news effectively?

The importance of emotional intelligence and listening skills. Dealing with your own emotions. Managing the aftermath.

Breaking bad news at the individual level

How to prepare effectively. Answering difficult questions. Role play in breaking bad news.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider