

Brain Science of Crises Communication

Getting the Psychology of Crises Communication Right

In times of crises there are many key issues that need to be communicated well – these are often key emotional issues. Unfortunately these are consistently and repeatedly dealt with badly. The emotional content is more often than not underestimated and the effect is negative on the target audience and in the public. This also means a lack of respect and a loss of image for the company involved. This workshop will focus on how to deal with crucial emotional content how to make it understandable for the audience and how to hit the right emotional tone. Doing this right will increase your credibility, increase your image and professionalism. Simply it will help you get it right.



Workshop Goals

To give you a toolbox of tips and techniques that will enable you to (immediately) better communicate in crises situations and increase your respect and credibility with successful "human strategies".

Workshop Outline

The workshop is designed to cover some of the classic weaknesses of corporate crises communication. This covers some linguistic concepts such as the bad grammatical negative but also incorrectly used influencing techniques such as misplaced suggestion. The workshop will then go on to cover humanizing aspects and the type of language and structures that appeal to human beings. A look at brain science and psychological concepts will powerfully highlight how easy corporate communication can go astray. Various real life examples will be used and topic areas of participants will be tied into the workshop. Another key aspect is some simple processes and strategies that companies in crises situations forget in the stress of trying to resolve the issues that any crises involves. You will leave the workshop with clear knowledge of how to simply create more powerful, emotional or effective messages that say what you want and are taken on by the audience how they should be.

Location: Bahnhofstrasse 52, 8001 Zurich

Date: 01.09.2010

Participants: Limited to 12

Price: CHF 1150

Overview of "Brain Science of Crises Communication"

Module	Part	Outline	Goals
Communication	Communication	Looking at how language influences our everyday life.	Identification of linguistic elements in communication.
	Why mistakes?	A look at the reasons for the mistakes in a professional environment.	To identify causes of faults and propose solutions.
Mistakes	Bad grammatical negative	This is a very common mistake and ties in directly to misplaced suggestion.	Awareness of and strategies to avoid the bad grammatical negative.
	Misplaced Suggestion	Misplaced suggestion is use of the power of suggestion in an unwished area and is commonly seen in communication of all types.	To raise awareness of and correct usage of misplaced suggestion.
	Neutral vs. Human words	This is one of the biggest areas of faulty corporate communication - using the wrong type of word leads to badly formulated and human-unfriendly communication.	Awareness of word types and a clear idea of how to use both in their correct places.
	Underestimating the power of emotion	Emotions are ultimately what drive people - the emotional drive of much communication is often underestimated. Conversely using emotions well is also underestimated.	To understand the power of emotions and use them correctly.
	Changing Perspectives	In communicating corporate news we often speak from the wrong perspective - management perspective, for example. Management communicating to employees need to change their perspective.	Awareness of perspective change and how to adjust this.
Brain Science	Fear Centres	The brain is wired to react strongly to fear centre activation in the brain – if the fear centre fires up you need to have powerful strategies to over come this.	Understanding processing of fear in the brain
	Negative Bias	With fear often comes an increased negative bias – this is a psychological shift to negativity without any current change in reality.	Understanding negative bias
	Confirming Evidence	Hand-in hand with negative bias you will get confirming evidence bias that picks up all the evidence that confirms the negativity while ignoring other evidence.	Using negatives in more subtle ways.
	Anti-Halo Effect	A combination of the 3 concepts above can lead to a negative halo. A positive halo in business is when everything is always seen to be wonderful. Anti-halo, the opposite. This can shift almost literally within hours.	Understanding the anti-halo
Controlling Communication	Getting in the Driving seat	This looks at some of the structural and process elements to ensure that you stay in the driving seat and control the communication that is going out.	To raise awareness strategies to proactively deal with and control the direction of crises communication.