

Leadership Under Attack

Guiding the Organization Through Uncertainty and Chaos

Date	Venue	Fees
17 - 21 Dec 2018	Istanbul	\$4,950
25 Feb - 01 Mar 2019	London	\$5,950
26 - 30 Aug 2019	London	\$5,950
16 - 20 Dec 2019	Istanbul	\$5,950

Training Course Overview

Growing levels of scrutiny on leaders, from outside their organizations and within, have made leadership more challenging than ever. This new and dynamic course examines the crucial survival factors and techniques that the modern Leader can and must deploy. Social Media means that “everyone” can potentially become an angry journalist. The evidence indicates that global leaders and their organizations are being targeted as never before. Deserved or not, the attacks can be ugly, personal, unfair, and unrelenting. Attendance on this course will provide leaders with answers and solutions.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Implement an effective reputation management strategy
- Identify ten ways for Leaders to deal with angry stakeholders
- Understand the fourteen characteristics of an effective Crisis Leader
- Develop the ten steps the Board should take Before, During and After Crisis
- Understand why good managers sometimes make poor Crisis Leaders
- Understand how to remedy any Social Media gap in Crisis Communications
- Analyse incoming crisis information and deliver a successful press briefing
- Understand the five deadly Leadership behaviours & the six winning strategies



Designed for

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Leaders, Managers or Team Leaders involved in crisis decision making
- Public Relations professionals
- Crisis Management Team members
- Emergency Response professionals
- HSSE Professionals

Training Course Outline

Amongst a wide range of valuable topics, the following will be prioritised:

- How to prepare for something that you do not know is going to happen?
- How to survive the attack - What type of response is required?
- The demands of Social Media on the Organization
- Six Social Media musts for crisis communications within the team
- Six P's of Team Crisis Management
- What to do when you or your company has clearly done something wrong
- How to avoid battles - Ten ways to avoid conflict
- Listen and Learn, and Learn to Look and Listen more
- Decision making psychology as an individual and collectively
- Nine habits that lead to terrible decisions
- Implementing a Reputation Management Strategy

The Certificate

- Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

OUR QUALITY STANDARD

Fully Accredited to Ensure the Highest Possible Standard



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