

CLARITY IN A CRISIS



How to communicate clearly when things get messy

Course guide

The time to plan for a crisis is now. In this short online course, strategic communication expert Elena Madden joins Sam McCue to give you the tools, techniques and ideas you'll need – all in less than half an hour.

Overview

Who this course is for

Any business or organisation can be affected by a crisis. This course is for anyone who might need to communicate and keep things on track when business as usual is derailed.

Prerequisites

This course requires basic English language literacy. If you can read and understand this course guide, you will be capable of undertaking the Clarity in a Crisis course.

Structure

- 100% online
- 8 quick videos
- 4 downloadable resources

Duration

The video lessons take just under 30 minutes in total. The course is entirely self-paced, so you may choose to speed up or pause the lessons. Once you enrol and pay, you'll have access to the lessons for 30 days.

Price

\$88 including GST (Australian dollars). Pay by credit card or PayPal.

Enrolment

You can enrol online any time. The whole process takes a few minutes.

Assessment and certification

The Clarity in a Crisis course does not include assessment or certification components.



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Why train with us

Practical training

Sam McCue, aka The Clear Writing Coach, created her courses specifically to help people write more effectively in their workplaces. Through her highly practical training, thousands of people have improved their professional writing – from people who thought they were 'no good at English' to people with multiple academic qualifications.

Elena Madden, Managing Director of True North Strategic Communication, has worked closely with organisations of every size. Thanks to Elena and her team, thousands of businesses are reaching their communication goals and achieving their strategic objectives.

Decades of experience

Sam has made a living from writing, editing and teaching people about professional writing for over 30 years. A former journalist and ministerial communications adviser, she has worked with all levels of government, private sector and non-profit organisations, and publications like Gourmet Traveller and Qantas magazines.

Elena exemplifies best practice strategic communication and is an expert on crisis communication. Over 15 years, Elena has honed her expertise in corporate communication and media and community relations, with extensive experience in mining and major projects.

Clarity in a Crisis course structure

Welcome

Lesson 1 What is a crisis?

Lesson 2 How ready are you?

Lesson 3 Improving your readiness

Lesson 4 Prepare to communicate

Lesson 5 During the crisis

Lesson 6 How to be clear

Lesson 7 After the crisis

What's next?

Enrol or find out more

www.truenorthcomm.com.au | www.theclearwritingcoach.com

