

THE MEDIA 5 W's™

THE QUESTIONS THAT
DRIVE BETTER DECISIONS

*Great leaders don't react faster.
They ask better questions first.*

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• Introduction

- The fact-finding history behind the 5 W's.
- How they are intertwined with the media in our daily lives.
- Are “Who, What, When, Where and Why” important to daily life?
- How does each apply to the specific organization & meeting topic?
- What is the impact of “The 5 W's” on personal reputation, professional brand & potential success?

• WHO?

- Who uses the media to applaud & destroy reputations?
- How has the use of social media changed to a reputation killer?
- Let's understand the impact every form of media has on our daily lives.
- The need to always be on guard and understand your media surroundings.

• WHAT?

- What is the media impact on your potential for personal & professional success?
- What is the impact of “cancel culture” and can it be avoided?
- What are the traps to look for and avoid in protecting your brand?.
- What are the steps you must take to protect your brand?
- What is the importance of transparency & timeliness on your part?
- What can you do to protect your brand from artificial intelligence?

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• WHEN?

- When do you need to take action to protect your brand & reputation?
- How to avoid the “knee jerk” reaction trap.
- Be the starting point in protecting your brand and when to rely on someone for assistance.
- The single most important thing you can do to never be in a difficult situation.

• WHERE?

- Where can this understanding of how the media works take you?
- Learning how the game is played, and how to win every time.
- Where are the professionals you can call to swoop in & save your bacon?
- Understanding where the attacks come from in broadcast & social media.
- Arriving at the reputation dish that is best served cold.

• WHY?

- Why should you give a single damn what someone else says about you?
- Why should you learn to monitor social media for incursions?
- Why is social media life today exactly like what we faced in grade school?
- Learning to be a step ahead of what could be heading your way.
- Why is mental preparation the most important facet of protecting your brand and reputation?

• Summation and Q&A.