

## ***Communications ROI: Lessons in Leadership from the Media Battlefield***

### **• Introduction**

- What is the “media battlefield” for 2024 and beyond?
- What is the media looking to do for you and against you in your search for Leadership?
- Why should every company be concerned about the media?
- “The media can’t hurt me” and other fallacies.

### **• Adapting to Rapid Changes**

- How successful media pros thrive & survive in a changing environment.
- Using those lessons of change for every C-Level and Team member.
- How to navigate the ever-shifting Leadership minefield.
- How to predict the media future and avoid drowning.

### **• Combining Leadership & Crisis Communications**

- How does one lead in a crisis? How do you share it with your team?
- What does the increasing pace of the media industry teach us about leadership in a crisis?
- The road map for communicating effectively in a crisis.
- Transparency & decisiveness as the leader in a crisis.

### **• Leading with Authenticity & Candor in the Public Eye**

- How to maintain authenticity while in the public eye.
- Traps and how to avoid them as the main target in a crisis.
- Let’s share stories of lessons learned balancing public and private personas while in a crisis.
- Lead with authenticity while never compromising your professionalism.
- Never let ‘em see you sweat.

### **• Building resilient teams ready for anything**

- Identifying the leaders on your team and cultivating them.
- Sharing leadership and being open to the emergence of new leaders.
- How to foster resilience in your teams through communications.
- Strategies for overcoming setbacks and challenges.
- Cultivating that culture of resilience.

### **• Summation and Q&A.**