

stakeholder Relations Training On Demand

The Stakeholder Relations Training On Demand program teaches basic blocking and tackling for employees and contractors to focus on brand protect on when approached by the community, customers or special interest groups. Participants watch a 25-minute, chaptered video (available for meetings or per-person viewing).

PROGRAM TYPE

Training On Demand (online)

PROGRAM CODE

SR-TOD

NUMBER OF PARTICIPANTS

Unlimited

SESSION LENGTH

30-45 minutes

“When trust is high, the dividend you receive is like a performance multiplier, elevating and improving every dimension of your organization and your life. In a company, high trust materially improves communication, collaboration, execution, innovation, strategy, engagement, partnering and relationship with all stakeholders”.

STEPHEN COVEY

THE BENEFITS

- Relevant video/news and citizen journalism examples are shown to grow appreciation, awareness, opportunities and threats of citizen journalism.
- Best media-relations practices are shared (media relations 101) to grow engagement skills and media awareness.
- A viewing completion certification is issued after personnel pass an online questionnaire.
- Program is customizable with companies media relations policies, contact information, approved messages.

THE NEEDS

- Every employee and contractor is a brand ambassador and impacts how your stakeholders (neighbors & customers) feel about your brand. Frequently, your company's "foot soldiers" come in contact with these stakeholders and get asked tough, confrontational, or emotional questions.
- Field contractors and employees deserve the necessary communication tools to professionally and empathetically answer your stakeholders, protect or build the brand, and stay safe.

THE CHALLENGES

- Employees and contractors are in remote locations or have conflicting work schedules/ shifts. Booking dates for in-person training is difficult to coordinate.
- Budgets are tight. In-person training is a high ticket item for field personnel and requires layers of effort to coordinate, including room reservations, catering, travel, lodging expenses, etc.
- Field personnel are frequently questioned by stakeholders (neighbors, landowners, NGOs) while on or off the job regarding important and high-stakes issues related to the business. Oftentimes, stakeholders are emotional, confrontational, and disrespectful. Field personnel may take these confrontations personally if they lack the tools and confidence to respond thoughtfully and protect the brand.
- Citizen journalists are "on the beat" at every location and in every corner of the enterprise. Inappropriate behavior or interaction with stakeholders could be recorded and "go viral" in nano-seconds.
- Most training videos are boring and watched just to check a box; the content doesn't stick.

THE SOLUTION

- Stakeholder Relations Training On Demand puts tangible tools in the hands of every employee and contractor in the field. After all, they are the hard working men and women facing the grassroots and real-time sentiments about your organization and its activities.

- Stakeholder Relations Training On Demand is designed to give your valued field personnel the following: tactics and insights about brand value, consideration for the stakeholder's position, confidence to communicate key messages and values about the company, and language needed to escalate heated situations to sanctioned spokespersons (with respect).

ABOUT THE VIDEO MODULES

The Stakeholder Relations Training on Demand includes 7 video modules with a total running time of 25-40 minutes. Spanish subtitles are available.

The video modules cover the following:

- What is a brand ambassador? And why you should care.
- How to take inventory of your brand. And why the way you come across to others matters.
- Everybody is watching. And how a “citizen journalist” experience could happen to anyone.
- Walk in their shoes. Who are your stakeholders and what are they thinking and feeling?
- Rules of the road. This includes a downloadable pocket guide with the following tips:
 - 1 Safety is always priority #1.
 - 2 Don't take it personally.
 - 3 Emotions trump facts.
 - 4 Be empathetic.
 - 5 Listen more than you speak.
 - 6 Know your role, know your company, and know how to get help.

THIS ON DEMAND VIDEO...

- Is hosted on the alicomm web app or available to license.
- Can be reviewed/experienced as often as possible
- Can be purchased online with a company credit card or licensed for the entire organization
- Bypasses the need for program coordination and logistics
- Is short, sweet, to-the-point, and memorable
- Shows relevant video examples of real life (citizen) journalism experiences
- Gives tangible tools for stakeholder interaction and brand protection
- Requires completion of a post-watching survey for “certification,” ROI
- Focuses on the tenets of brand protection
- Clearly defines they are NOT “company spokespersons”
- Can be scaled and customized for affiliate and geographical needs.

BONUSES

CERTIFICATION

After watching the video, training participants complete a survey/test and receive certification upon passing.