


GETTING AHEAD OF THE RUMOR MILL

COMMUNICATION STRATEGY IN CRISIS & EVERYDAY

Free Tool Series 



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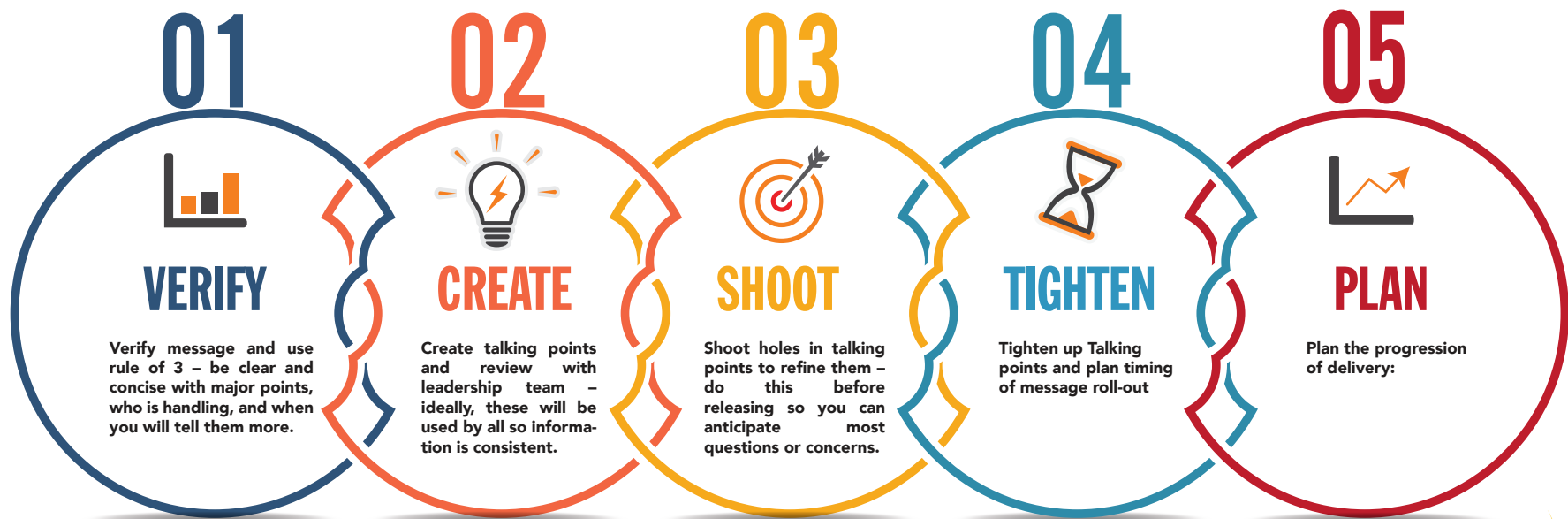

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COMMUNICATION

CONTENT CREATION

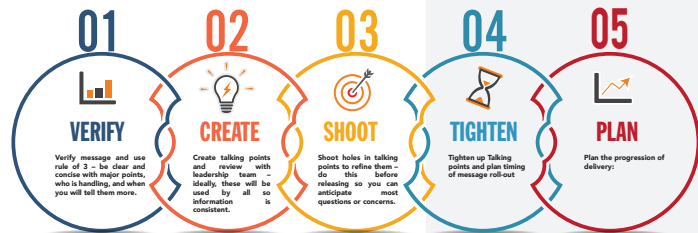
Being intentional about how you communicate throughout your organization will increase trust and morale by providing predictable vehicles that employees can count on.

CONTENT CREATION FLOW



CASCADING COMMUNICATION ROLL-OUT

Being intentional about how you communicate throughout your organization will increase trust and morale by providing predictable vehicles that employees can count on.



CONTENT ROLL-OUT FLOW

Everyone hears from their own leader also (Battalion Chiefs hear from their supervisor, Company officers hear from theirs, and Firefighters hear it from their company officer)

No going off script - before one relays the info, they should have all questions answered for full buy in





TAKE YOUR **ORGANIZATION** TO THE NEXT LEVEL

Online learning, at your pace from anywhere.

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