

Today more than ever a company's survival and competitive advantage can depend on effective communication skills. Everyone from the CEO to managers on the front lines must be able to inform, persuade and motivate diverse audiences without hesitation. At **WPNT COMMUNICATIONS (WPNT)**, we focus squarely on enhancing the communication skills of our clients. We help develop communication strategies and offer training programs to ensure success. We service our roster of blue chip clients by:

- Matching communications training & tactics with strategic business goals to drive results
- Working as effective team players with key internal and external stakeholders
- Leveraging our expertise in a wide range of industries
- Delivering success in challenging circumstances
- Building trust & credibility with key leaders



WPNT COMMUNICATIONS offers the following communications programs:

Basic & Advanced Media Training – Comprehensive one-, and two-day courses covering skills needed to succeed in print, radio, online and television interviews. Our programs provide extensive coaching in numerous formats.

Basic & Advanced Presentation Training – We begin by assessing participant's skill level and concentrate on audience analysis, message development and presentation delivery; advanced programs further develop skills to influence audience behavior.

Executive Communications Curriculum – Advanced development programs for senior executives; customized programs for CEOs and high profile leaders; includes executive speech coaching, analyst communications, and business media.

Crisis Communications Curriculum – Expert assistance in the design and implementation of effective crisis communication plans; includes audit of existing practices, crisis team training, crisis leadership training, digital crisis communications, executive crisis coaching, emergency drills, and business continuity and recovery exercises. STORM, WPNT's crisis simulation portal, may be incorporated to simulate online news reports and social media posts.

Stakeholder Engagement Training – Intensive program to help organizations communicate with their critical stakeholders in a more compelling manner; includes on-camera exercises in various formats (private meeting, town hall, group meeting, etc.).

STRATEGIC COUNSEL & BUSINESS COMMUNICATIONS TRAINING

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