

Media Coaching

Learn to work WITH the media to make the media work FOR you

Executives need the media to get out the right message — at the right time — and the media needs you as a news source. Learn to work *with* the media to make the media work *for* you. This customized program for media coaching will define and polish your speaking style and enhance your public image as you learn how to handle the media.

The program begins by profiling your communication strengths and weaknesses. Based on the analysis and individual needs, your Nyman coach will follow our coaching process to develop a comprehensive program that may include public presentations, media interviews, interpersonal skills, executive presence or other skills that will enhance your confidence and credibility as a public persona and business leader.

Depending on your needs, you will learn media techniques to:

- Deliver the thirty-second sound bite
- Develop crisis communication strategies
- Handle being "ambushed" by a reporter with a hand mike
- Understand the dangers of "off the record"
- Establish style and substance objectives
- Answer hostile questions
- Say "I don't know" when appropriate
- Tell the truth without "telling all"

You'll be coached one-on-one — and receive specific, direct and candid critiques for your company, your situation and your specific media encounters. Working individually, you'll profit from communication style analysis, *confidential* videotaping and feedback, and extensive opportunities for practicing these skills before the microphones strike.