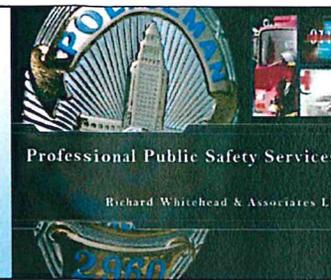


# Strategic Communication

## ~ Skills for Law Enforcement



**“The single biggest problem in communication is the illusion that it has taken place.”**

— *George Bernard Shaw*

Law Enforcement agencies are under extraordinary public scrutiny and are oftentimes portrayed negatively in media relations. By the very nature of the profession, we must cultivate a system of communication which allows quick adjustments based on situational expectations. Officer's directives are to preserve life, limb, and property all while trying to gain cooperation, compliance and especially public trust.

*“Swearing doesn't make your argument valid; it just tells the other person you have lost your class and control.”*  
*Shannon L. Alder*

With the challenges ahead we must constantly be aware of the presence we project, verbally and physically, to maintain the highest level of professionalism. Being able to quickly recognize when the environment changes causing skills to “Code-Up and Code-Down”. Very few encounters start needing a “Code 3” response and learning how to deescalate a scene is the quickest way to public trust.

This course will enable the participant to identify obstacles which hinder effective communication. Develop and practice key components in various scenarios which reduce stressful environments, create cooperation, reasoning and maintain a positive agency reputation. The interactive course covers:

- **Introduction to Effective Communication Principles**
- **The Surge vs. the Big Gulp**
- **Generational Communication Differences and Expectations**
- **Factors That Influence Communication Skills**
- **How to Determine and use the Most Appropriate Communication Strategies**
- **De-Escalation of Conflict Using Positive Communication Skills**
- **Communication as a Tool to avoid Citizen Complaints and Negative Media Coverage**
- **Positive Effects of Strategic Communication for the Employee, Agency, and Community**

Participants remark that our courses are the “best they've ever attended”, and are “well prepared, presented, and structured.”

*More “Testimonials” on our website.*

**Where: Spokane Co. Sheriff's Training Center**

**\$149.**

**When: March 28th or September 14th, 2016**

**Richard Whitehead & Associates LLC**

**Register at: <http://www.rickwhitehead.com> “Courses” page Call 512.825.3821**