

**Increase your credibility and trustworthiness with spokesperson and corporate & workplace communication training courses.**



## Course Catalogue

### *The original trust communication company*

We are the original trust-through-communication company, offering our unique, innovative, and proven approach to communications and marketing for 25 years. Unlike most other communications and marketing companies, we don't focus on spin or manipulation. We help you to be clear and authentic. We help you take the path to the trust and support from others that you need to succeed.



#### **A. Spokesperson Training**

1. Engaging with the Media and the Public
2. Public Speaking and Presenting
3. Parliamentary/Legislative Committee Appearances
4. Engineering and Pitching Your Business Ideas

#### **Languages**

- English and French (all courses)
- Inuktitut (*Spokesperson Training 1: Engaging with the Media and the Public*)

#### **B. Corporate/Workplace Communications Training**

1. Strategic Communications
2. Issue Management / Crisis Communications

#### **Communications and Engagement Services**

- Media relations
- Strategic communications
- Research and writing
- Crisis communications
- Marketing

**Improve the way you communicate and connect with others.  
Be more comfortable and effective without feeling like you must  
be something you're not or "put on a show".**

**[www.TRUSTMAKERS.ca](http://www.TRUSTMAKERS.ca)**

*Trustmakers is a Division of Rutherford McKay Associates Inc.*

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## A. SPOKESPERSON TRAINING

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### *Spokesperson Training 1:*

#### **Media and Communications Training**

This course will help you meet your obligations and accountabilities without resorting to evasiveness and spin. It will help you be clear, authentic, and trusted when communicating with the news media and other public audiences.

##### **Content includes:**

- what news is and what reporters look for;
- the role of the spokesperson (incl. “the rules of the road”);
- the need to use plain language, especially with complex or technical subjects;
- the elements of a message, and how to prepare and deliver them effectively without sacrificing authenticity and accuracy;
- remaining calm, relaxed and credible;
- dealing with critical or sensitive issues;
- preparing for an interview and anticipating the questions;
- dealing with muddled or difficult questions;
- and handling aggressive interviewers.

*Offered in English, French, and Inuktitut.*

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### *Spokesperson Training 2:*

#### **Public Speaking and Presenting**

In this course, we apply the same effective approaches shared in Spokesperson Training 1 to being a spokesperson at public meetings, consultations, community engagement sessions, open houses, and other events.

##### **Content includes:**

- The definition of an effective speaker/presenter
- How to set meaningful objectives for the presenter and the audience
- Ideas - what they are and how to develop and use them as the key themes for your speech or presentation
- How to better understand your audience and tailor your content and delivery accordingly
- How to tell an effective story and structure your content so that audience can follow
- The use of language appropriate to the audience
- Visual aids and speaking notes
- Verbal and non-verbal delivery (tone, pace, body language, etc.)
- Handling question and answer sessions
- Handling disrupters and distracters

*Offered in English and French.*



### Spokesperson Training 3:

## Parliamentary/Legislative Committee Appearances

This course will help the person appearing, as well as those who support them, to build trust and support with parliamentarians, and to further connect with the public service, the news media, stakeholders, and the public. **Content includes:**

- Types and composition of committees
- Appearance scenarios
- Rules of engagement (PCO notes on responsibilities)
- Preparing for a committee appearance (and any concurrent media, public, and stakeholder interest)
- Ideas - what they are and how to develop and use them to organize your brief and appearance
- How to better understand the perspectives and public positions of committee members and tailor your content and delivery accordingly
- Handling difficult questions and questioners
- Visual aids and speaking notes (“the binder”)
- Appearing virtually
- Anticipating and responding to media interest after the committee appearance
- Building on the committee appearance to engage with key stakeholders

*Offered in English and French.*

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### Spokesperson Training 4:

## Engineering and Presenting Your Ideas

Your core idea is the unique way you solve a problem or create an opportunity. To engage and persuade, your core idea must be expressed in a clear, concise, and memorable way. This program takes participants through the process of discovering or re-discovering their core idea, building it into all parts of the business, and using it to drive growth and stand out from the crowd. **Content includes:**

- Engineering your ideas
- Developing your “idea platform”
- Building ideas with your audience using our LINC model (language, ideas, narratives, and connection)
- Infusing your core idea into all parts of your business to drive growth
- Making your pitch
- Structure and format of the pitch (or speech or presentation)
- Effective use of visual aids and speaking notes
- Nervousness
- Verbal and non-verbal delivery

*Offered in English and French.*

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See [TRUSTMAKERS.ca](https://www.trustmakers.ca) for more information about all our communications training programs.

## B. CORPORATE & WORKPLACE COMMUNICATIONS

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### *Corporate and Workplace Communications 1:* **Strategic Communications**



Strategists adapt to circumstances. They gather and synthesize information, and “connect the dots.” They anticipate. They plan. This course takes participants through the process of strategic communications planning. **Content includes:**

- How to build a culture of communication within organizations, ensuring the function is embedded across all areas of responsibility from the leadership down to the front-line staff.
- How to put together a communications strategy, recognizing that the process of putting together the strategy is as important as the document itself.
- What does it mean to be “strategic” in your approach to communications?
- How to set realistic, meaningful, and measurable communications objectives.
- How to develop messages and tell stories that motivate and inspire audiences.
- How to identify and develop various communications tactics and products so they unfold in a planned and integrated way that builds momentum.
- How to measure against key performance indicators that focus on outcomes rather than outputs.

*Offered in English and French.*

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### *Corporate and Workplace Communications 2:* **Issue Management/Crisis Communications**



The course covers: what issues are; the “why” and “how” of issue monitoring and management; radar – how to anticipate, monitor, and triage issues; team structures, roles, and responsibilities; response planning; the different needs of different audiences; and, how to apply issue management principles.

**Content includes:**

- The importance of building trust and support before, during and after an issue or crisis
- The definition of an effective issue manager
- Why issue management is needed and the outcomes, good or bad, that can come from it
- Monitoring and triaging developing issues
- Anticipating developing issues and preparing responses
- How to respond and build trust
- How to adjust knowing that “no plan ever survived the battlefield”
- The elements of a crisis and how to respond

*Offered in English and French.*

## Corporate and Workplace Communications 3:

### Communicating Through Change



In this course, our focus is on successfully communicating change. We will begin by introducing you to key themes and considerations of change management before shifting exclusively to communication. Understanding who's involved, organizational factors that influence project success, and resourcing will inform your communication decisions and help you draft a communication plan. Your draft may be used to help you plan an upcoming change, help you understand your team's needs for a planned change or it may be used to help you advocate for resources you personally require to navigate change.

#### Content includes:

- Roles in change management
- How to gauge and address your organization's readiness for change
- Understanding budgets, resources, and team structures
- Understanding the personal experience of change
- How to encourage support and address resistance
- The difference between training and competency and how to support both
- Reinforcement and feedback loops
- Building your change communication plan including messaging, formats, and feedback

*Offered in English and French.*

### What to expect

#### A. Pre-course Information

You will be sent a brief form to fill out that asks about your previous experience and to identify a subject for your practice interviews during the session.

#### B. E-learning modules

In advance of the session, there are some short eLearning modules to complete. These modules consist of videos, downloads, and automated quizzes that take a combined total of 30 to 45 minutes or less to complete.

#### C. Live training session

For our spokesperson courses, you will participate in recorded practice exercises. These recordings will be reviewed and constructively critiqued. The live session is between 3 and 4 hours in duration.

### Designed for You

Courses customized specifically for:

- Professionals in all fields and sectors
- STEM and technical experts
- Inuit professionals/Inuktitut speakers
- Small and medium size businesses, start-ups

### We are booking sessions now



Contact

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See [TRUSTMAKERS.ca](https://www.trustmakers.ca) for more information about all our communications training programs.

## More about Trustmakers™

### *The original trust communication company*

- *Unique cultural and linguistic reach across all parts of Canada and internationally*  
We put principles into action and are the only media and communications company in Canada – and possibly the world – that offers communications and media training in English, French, and Inuktitut. We support Indigenous reconciliation.
- *Unmatched track record working with leaders, experts, communicators, and marketers*  
Our experience in providing training and consulting services is also unique. Over two and a half decades we have worked extensively across all sectors, in all parts of Canada, and internationally. We continue to work with Premiers, Ministers, Commissioners, Auditors General, Ombuds, C-Suite Executives, and other top leaders. We have worked closely with experts working in science, technology, engineering, mathematics, and other similarly complex fields. We have worked with communications and marketing teams on their strategies and projects and have been leaders in effective public campaigns.
- *Removed barriers, offering easy and effective ways to access our services*  
As an established and mature company, we have helped remove cumbersome procurement processes and barriers faced by many public sector organizations by establishing easily accessed contracting and buying arrangements covering all levels of government and many other public sector organizations (see [Procurement Made Easy](#) on our website).



## SERVICES

### **A long-term customer or stakeholder relationship built on trust is worth much more than a short-term return**

If your objective is to build support through clear, authentic, straightforward, and honest communication, we can help through these communications and engagement services:

#### **Media relations**

Media relations strategies and plans ♦ Proactive media outreach ♦ Spokesperson services  
♦ Media relations products

#### **Strategic communications**

Corporate communications strategies ♦ Stakeholder and community engagement plans ♦ Implementation plans

#### **Research and writing**

Speeches ♦ White papers ♦ Science communication ♦ Plain language editing  
♦ Web content ♦ Scripts ♦ Presentations ♦ Media relations products

#### **Crisis communications**

Risk communication planning ♦ Crisis communication planning ♦ Crisis response preparation

#### **Marketing**

Marketing plans ♦ Brand messaging ♦ Digital marketing

