

Communications Issues

Issue 15



A Community Service of Harley House Consultants Inc.

Communicators Boot Camp

Introduction

- Are you an in-shape government communicator?
- Are you a highly trained and finely tuned communications machine?
- Do you go from zero to 100 when the Ministers' Office calls?



In today's fast paced and ever changing communications environment, it is critical that communications professionals learn to work harder, faster and smarter with fewer resources. Often the communications shop becomes so stuck in the day-to-day mud of the complex situation that we work in, that we don't have time to strengthen our muscles. We just don't find the time to become acquainted with new exercises that improve our effectiveness. Just as we have to exercise to keep our bodies in shape, we need to exercise our communicator's muscles to keep our profession in shape.

At Harley House we have scheduled a series of 16 one-day courses over the next six months that have been developed exclusively for the federal government communications community. We refer to this series as the "**Communicators Boot Camp**".

This year's offering includes six revamped and updated courses as well as two new specialized courses (See next page).

Boot Camp Coach

The boot camp's coach (instructor) Mr. Dale Harley is one of the country's most experienced public sector communications practitioners and instructors.

He has over 35 years experience consulting with virtually every federal government department and agency, as well as his work with many provinces and municipal governments. He was the former National Vice President, Government Communications for Canada's largest communications and public relations firm.

For the past ten years, Mr. Harley was the lead communications instructor at the Canada School of Public Service, where he received top marks for instructor effectiveness and participant satisfaction. As one CSPA manager recently noted... "*You hit this one out of the park*".

What past participants had to say

As seen by the comments of past participants in the "**Communicators Boot Camp**", the Harley House courses assist federal government communications professionals to effectively meet their training plans.

- *This whole series has been extremely productive.*
- *Personally, I find these courses are the "Cadillac" of all communications courses I've ever taken.*
- *The instructor is highly knowledgeable in his field.*
- *Very informative. Very useful.*
- *I especially liked the hands-on exercises, which really help me assimilate new information.*
- *I have enjoyed all of the courses I took this week and would be happy to take more from Harley House.*
- *I will strongly encourage my Manager to send more people to this course.*
- *Overall this is a very useful course for both experienced and novice communicators. I really like the hands-on format, knowledgeable and personable instructor.*

Making Communicators Better Managers—Making Managers Better Communicators

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2. Communicators Boot Camp

Boot Camp Logistics

Each "**Communicators Boot Camp**" course costs \$400 (plus HST). All courses are delivered at the Centurion Conference and Event Center and include healthy refreshments, snacks and lunches, along with personalized course certificates and participant manuals. There is plenty of free parking, and the Center is easily accessible by OC Transpo.



In Conclusion:

Participants in these one-day communications workouts will strengthen their capabilities by learning new skills while at the same time fine-tuning their existing best practices.

Make sure you are in shape to be a finely tuned and trained communications professional. For more information on this training series, and a description of each of the eight specialized communications courses, please go to the "[Communicators Boot Camp](#)" or contact Dale Harley at 613-882-5684 or dale@harleyhouse.com.

It is also possible to customize and deliver courses for individual departments/agencies at a reduced fixed cost.

For more information on how Harley House Consultants Inc. can assist you in:

- Managing internal and external relationships with key stakeholder groups; and
- Improving the effectiveness of your organization's communications and consultation programs,

Please contact Dale Harley at 613-882-5684, or email dale@harleyhouse.com

COURSE (click on for course description)	2012
HH-01 Communications Management Process	June 4
HH-02 Public Environmental Analysis	June 5
HH-03 Strategic Communications Planning	June 8
HH-04 Performance Measurement for Communicators	June 12
HH-05 Measuring Client Satisfaction	June 18
HH-06 Internal Communications	June 19
HH-07 De-Mystifying Messages (New Course)	June 25
HH-08 Managing Issues (New Course)	June 26