

# Communications Issues

*A Community Service of Harley House Consultants Inc.*



Issue 24

## Communicators Boot Camp (January 2014)

### Introduction

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. 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 in September 2013 and January 2014 that have been developed exclusively for the federal government communications community. We refer to this series as the "**Communicators Boot Camp**".

Course Title	2014
Communications Management Process	Jan. 6
Public Environmental Analysis	Jan. 7
Strategic Communications Planning	Jan. 13
Performance Measurement for Communicators	Jan. 14
Managing Stakeholder Relationships	Jan. 20
Internal Communications	Jan. 21
De-Mystifying Messages	Jan. 27
Managing Issues	Jan. 28

Please find attached a copy of the registration form.

### 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.

### 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.*
- *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.*

### Boot Camp Logistics

Each "**Communicators Boot Camp**" course costs \$400 (plus HST). All courses are delivered at the Centurion Conference and Event Center (170 Colonnade Road South) 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 [www.harleyhouse.com](http://www.harleyhouse.com) or contact Dale Harley at 613-882-5684 or [dale@harleyhouse.com](mailto:dale@harleyhouse.com).

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

*Making Communicators Better Managers—Making Managers Better Communicators*