

FLAGSHIP ONLINE PROGRAM, POWERED BY CRC PUBLIC RELATIONS

# Crisis Masterclass

Australia's premier crisis communications online course and 12-month program

Built for PR and communications professionals, business and not-for-profit leaders and managers, media spokespeople, marketing and HR professionals, and all who need to lead with clarity when a crisis hits.

- ✓ Become the crisis leader who resonates and connects with those you are leading
- ✓ Learn the major hindrances, and how to gain more buy-in and support from your team
- ✓ Overcome common (often seemingly impossible) crisis communication challenges
- ✓ Access 12 months of personal interaction with world-leading crisis communications experts

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## A high-impact online program, not a passive video library

You don't just learn, you experience! Every session is rich with exercises and offers workbooks and additional resources to support you.

1

### Exclusive Crisis Ready® 12-month course presented by Melissa Agnes

Each month you'll receive a comprehensive video session exclusively tailored to the Australasian region. This course is rich with exercises, workbooks, additional resources and "homework". You don't just learn, you experience!

2

### Video resources from My PR Partner crisis experts

Powerful and practical 'reputation and crisis specific' training resources, presented by crisis expert and My PR Partner co-founder Lyall Mercer, other experts in reputation management, crisis communications, and specialists in areas of vulnerability.

3

### In-depth discussions & Q&A

Discussions with Melissa Agnes and Lyall Mercer and opportunities to submit questions every month.

4

### "Spotlight" email resource

Regular email resources, providing practical training, tips and advice covering reputation management and crisis communications; designed to support you on your journey.

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## Your 12-month online program breakdown

Go at your own pace. Content unlocks progressively with regular updates. (Topics are current at this time but are subject to change and some modules may be substituted during the 12 months.)

### Months 1 to 3

1

MONTH

#### Redefining crisis readiness

Mindset before methodology — shift from reactive to proactive and lead from presence, not panic.

2

MONTH

#### Issue vs. crisis: getting the distinction right

Distinguish issues from crises, learn the six thresholds of impact and calibrate your response.

3

MONTH

#### Emotion and escalation

You can't beat emotion with logic — meet stakeholders in the emotional landscape of a crisis and guide them toward trust and resolution.

## Months 4 to 6

4

MONTH

### Owning accountability without fuelling liability

The art of the public apology — high-integrity communication that honours stakeholders and strengthens trust.

5

MONTH

### Layering and long-term trust

Strategic communication in cascading events — anticipate next steps, maintain transparency and foster lasting trust.

6

MONTH

### Governing the message internally and externally

Align leadership, legal, HR and comms to speak with one coherent, values-based voice.

## Months 7 to 9

7

MONTH

### Timelines of response & owning your narrative

Tactical frameworks for proactive, strategically reactive, and layered crisis responses.

8

MONTH

### Navigating the modern noise: AI, disinformation, misinformation & deepfakes

Own truth in an age of manufactured doubt — monitor, verify and respond to AI-generated content and coordinated disinformation.

9

MONTH

### Building your crisis response program

From insight to infrastructure — scenario playbooks, activation criteria, roles, workflows and a template library.

## Months 10 to 12

10

MONTH

### Moving through resistance: the five Crisis Ready® hindrances

Recognise and neutralise the five forces that derail capable teams in a crisis.

11

MONTH

### Post-crisis: from surviving to strengthening

Rebuild brand equity and leadership credibility — turn crisis into your next credibility milestone.

12

MONTH

### Capstone tabletop simulation

Practice. Pressure-test. Embody. A facilitated, real-time drill applying every framework from the year.

# Learn from Australia's and the world's leading crisis specialists

Every module is developed and delivered by practising consultants who live this work every day, not academics.



## Lyall Mercer

Co-founder, My PR Partner | Lead Strategist, CRC Public Relations

Former journalist with a 25+ year PR career spanning six continents. Lyall has consulted to national and international companies, governments, executives and industry leaders in crisis communications and reputation management.



## Melissa Agnes

Founder, Crisis Ready Institute (USA)

Globally recognised authority on crisis communication and crisis leadership. Creator of the Crisis Ready® Model and best-selling author. Presenting exclusively through My PR Partner in Australasia.

Plus other expert trainers from Australia covering specialist areas.

## Key learnings in this online course

- ✓ How to take the right action, with the right communication, in the right timeline
- ✓ A messaging framework for public-facing communication that centres truth, empathy, and strategic clarity
- ✓ How to meet stakeholders in the emotional landscape of a crisis and guide them toward clarity and trust
- ✓ Identify high-risk scenarios and take decisive action before escalation becomes unavoidable
- ✓ Overcome the five Crisis Ready® hindrances that stop you and others from being effective
- ✓ Align leadership, legal, HR, and comms functions to speak with one coherent, values-based voice

# Enrol today

# \$340

monthly instalment · ex GST

Annual subscription — pay monthly or upfront (one month free)

## What's included

- ✓ 12 months full access to all modules
- ✓ The exclusive Crisis Ready® course with Melissa Agnes
- ✓ Training resources from My PR Partner experts
- ✓ Monthly Q&A
- ✓ Practical resources
- ✓ Bonus content
- ✓ Certificate of completion

## Don't wait until you're already in a crisis

Enrol today and start building the skills, plans and confidence to lead your organisation through whatever comes next.

**Enrol now**

[myprpartner.com/crisis-masterclass](https://myprpartner.com/crisis-masterclass)



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