



PERCEPTION MANAGEMENT TECHNIQUES

"Perception is reality." - Lee Atwater

This course will provide an overview of perception management techniques. Students will learn how to use these strategies to shape the attitudes and behaviors of their target audience. By understanding the principles of perception management, students will gain a better understanding of how to influence public opinion. The course will cover topics such as media relations, branding, crisis communication, and message framing. Through lectures, group activities, and discussion, students will gain practical knowledge that can be applied in diverse settings.

Key Course Content:

- Critique reality versus perception in office politics.
- Conduct an internal and external behavioural audit.
- Understand how leaders spin messages and why.
- Focus on customer experiences instead of services.
- Scan Malcolm Gladwell's findings in his book Blink.
- Develop a calm composure.
- Look at your activities through the customer's/client's eyes.
- Set expectations and manage expectations.
- Realise the benefits of being calmer and more resilient in the workplace.
- Celebrate cultural diversity and seize opportunities.
- Identify behaviours that cause negative personal perceptions.
- Develop an elevator speech.



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated half-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.