

YELLOW STAIRCASE



EXECUTIVE MEDIA TRAINING



WHY IS THE TRAINING CRITICAL?

Executives, subject-matter experts and members of the Public Relations team are often called to serve as the organisation's spokespeople. As the organisational voice, they are the guardians of reputation. All too often, this critical role is underplayed with limited or sometimes no time at all spent on getting interview-ready.

WHAT IS OUR VALUE PROPOSITION TO YOU?

Yellow Staircase training sessions offer a unique blend of media and senior executive expertise. Our interactive training sessions will prepare you for your next media interview ensuring that you calm your nerves, stay on message and positively communicate with your stakeholders. The sessions can be arranged for a group of up to 3 people or as a one-on-one. The subject-specific interview matter is based on your knowledge and expertise and the nature of a particular interview you may be preparing for.

WHAT WILL YOU LEARN?

- Understand the tools for a successful interview
- Communicate with simple, sharp and strategic messages
- Stay on message and speak with clarity and authority
- Use the opportunity to communicate with your stakeholders

WHAT'S COVERED IN THE SESSION?

THE 3-HOUR PROGRAMME COVERS 4 SEGMENTS:

SEGMENT 1: INTERVIEW PREPARATION FUNDAMENTALS

- Noting the media channels and nature of the interview
- Outlining the preparatory materials including profiles, key messages and FAQs
- Reviewing the Play-by-Play

SEGMENT 2: INTERVIEW TIPS AND TECHNIQUES

- Calming nerves and getting ready
- Handling different interview styles
- Bridging and answering tough questions
- Common mistakes to avoid
- Panel discussion approach
- Working with technology: microphones, cameras, mobile devices



SEGMENT 3: IMAGE (HOW YOU COME ACROSS)

- Reviewing body language and mannerisms
- Understanding the use of voice
- Considering dress and make-up

SEGMENT 4: MOCK TV INTERVIEWS

- Interview: Take 1 (followed by a review and coaching)
- Interview: Take 2 (followed by a final review)

RELATED TRAINING MODULES CAN BE ADDED TO THE CORE SESSION:

- Key messaging development
- TV make-up training
- Crisis communications do's and don'ts

WE ALSO OFFER THE FOLLOWING STAND-ALONE TRAINING MODULES:

- Panel discussion facilitation skills
- Presentation skills, including the use of an autocue
- AGM preparations for the Board and management

ABOUT YELLOW STAIRCASE

Yellow Staircase was founded by Fay Hoosain and Leigh Roberts after seeing the need for media training that covers the perspectives of both the interviewer and the interviewee. Leigh's perspective is as an award-winning print journalist and TV personality, business anchor, experienced interviewer, panel host, MC and author. Fay's perspective is of that of a multinational corporate senior executive and advisor to CEOs and members of the Board on issues management, communications and stakeholder engagement and as speechwriter and spokesperson on a range of topics.

MORE ABOUT FAY HOOSAIN

Fay has served as a senior executive and advisor to multinational corporations and industry associations, advising the Board and management on a range of media issues. Amongst her various roles, she served as Chief of Staff to the CEO and President of Sasol Limited focusing on stakeholder engagements, internal and external communications and speechwriting; as Senior Advisor to the South African Petroleum Industry Association and Shell South Africa on public policy and competition law matters; and as the Co-Convenor of the South African CEOs' Forum on the business community's climate change response. Over the years, as subject-matter expert, Fay also assumed the role of corporate spokesperson on pertinent issues.

Fay has a BA LLB LLM and is also an expert on corporate governance and statutory reporting (including related SENS and media releases, integrated reporting and crisis communications), having served as Senior Vice President: Governance, Compliance and Ethics of Sasol Limited and, amongst others, as the Company Secretary of Sasol South Africa.



MORE ABOUT LEIGH ROBERTS

Leigh is a well-known business journalist in South Africa. She has worked for a number of television channels and business newspapers. She currently is a freelance anchor, presenter and panel host for Business Day TV (channel 412 on DSTV) and a presenter of the African Business News which is aired on Sky International TV. She has previously worked for eNCA TV, CNBC Africa, SABC 3 and the Sunday Times newspaper, among others. She has won numerous awards for business journalism.

Leigh is a CA(SA) and is also an expert on integrated reporting and integrated thinking having presented internationally and in South Africa. She is the co-author with Professor Mervyn King of the book *Integrate: Doing Business in the 21st Century* (Juta).