



**OhioHealth**  
BELIEVE IN WE™

# **Leadership Development Initiative (LDI) Curriculum**

---

## **Media Tip: Staying 'on Message' in Challenging Situations**

**Media Tip: Staying 'on Message' in Challenging Situations**  
**In Moore SY, Cameron-Lewis RG, Ferris FD (eds). Leadership Development Initiative Curriculum, 2014. © The Leadership Development Initiative.**  
**ISBN: 978-0-9884318-0-5**

**Originally Presented by [Ron Cameron-Lewis](#)**

Permission to reproduce this Leadership Development Initiative (LDI) Curriculum module is granted for non-commercial educational purposes only, provided that the above attribution statement, copyright and ISBN are displayed.

Commercial entities presenting not-for-profit educational programs based on the LDI Curriculum must not use the LDI materials with products, images or logos from the commercial entity.

Commercial entities presenting for-profit educational programs using any part of the LDI Curriculum, must only do so with written permission from Frank D. Ferris, Director, LDI, OhioHealth.

The Leadership Development Initiative gratefully acknowledges the support of:

- International Palliative Care Initiative, Open Society Foundations, New York, NY
- National Cancer Institute Center for Global Health, Bethesda, MD
- The Diana Princess of Wales Memorial Fund, London, United Kingdom
- National Hospice and Palliative Care Organization, Alexandria, VA
- Pettus Family Foundation

The content is solely the responsibility of the authors and editors, and does not necessarily represent the official views of any of the funders.

Acknowledgment and appreciation are extended to faculty and staff of the OhioHealth and the Institute for Palliative Medicine at San Diego Hospice (which housed the International Programs and the Leadership Development Initiative from 2009 to 2012). Special thanks to the Mentors, Consultants and the LDI Team who contributed so much to the LDI Curriculum.

### **Contact the LDI Team**

E-mail: [Frank.Ferris@OhioHealth.com](mailto:Frank.Ferris@OhioHealth.com)

Frank D. Ferris, MD  
The Leadership Development Initiative  
Kobacker House  
800 McConnell Dr  
Columbus, OH, USA 43214-3463  
Phone: +1 (614) 533-6299  
Fax: +1 (614) 533-6200

## Overview

Successful leadership involves exquisite communication skills. The facility of speaking clearly and to the point is a skill worth practicing. Skills to engage the media are particularly helpful, since there are a variety of potentially provocative situations that may arise. Practicing how to keep cool under duress, having a clear message, and knowing ways to 'rescue' one if blown off-track serves a leader and speaker well.

## Objectives

After this presentation, participants will:

1. Appreciate the challenge of keeping composure during difficult interviews.
2. Use methods to get back 'on message' despite unexpected challenges.
3. Compensate for how nervous tension may affect an Interviewee.

## Important Teaching Points

- Unexpected questions or verbal challenges can disturb a speaker's confidence and throw you off message.
- Have a prepared 20-to-30-second clip ready to use.
- A few well-chosen key words will also help you recover from an unexpected question or challenge.

## Resources / References

1. Cameron, Ron. (1999). *Acting Skills for Life* (3rd ed.). Toronto, ON: Dundurn Press.