

Case Study



Client: The College of Family Physicians of Canada

Services: Executive Media Spokesperson, Presentation and Advocacy Skills Training

Languages: English and French

Duration: 2008-2013

Website: www.cfpc.ca

Challenge

A change of leadership presents a challenge for any organization, particularly for professional and industry organizations whose leaders carry on their work while assuming additional roles as the elected head and principal advocate. Since 2008, each time a new elected leader has been chosen by the more than 28,000 members of the College of Family Physicians of Canada they have called upon Delta Media's expertise in media relations and association and health care communications to prepare their spokespersons.

Project

Over the years, Delta Media has provided media and presentation skills training for the College's incoming presidents. Most recently, we trained the organization's new executive director.

A customized leadership workshop was also developed and delivered for the CFPC Leaders' Forum which included training in public advocacy as well as our standard *Positive Media Relations* and *Powerful Presentation Skills* training.

While each training assignment is unique, Delta Media ensures that there are always practical learning exercises. For example, during the 2008 Leaders' Forum, we included an advocacy exercise which challenged the family physicians to prepare a pitch to the federal Minister of Health. Adding to the realism of the session, through CFPC we were fortunate to be able to enlist the help of former health minister Judy Erola who provided constructive feedback on content, style and strategies.



Results

Feedback received in the formal evaluations conducted at the conclusion of each session have included comments on the calibre of Delta Media's instructors, the practical nature of our workshops, the constructive criticism we offer and the wider application of many of the techniques taught, particularly Delta Media's six-step message development process. One physician probably put it best when he observed that talking to the media is a lot of like talking to a difficult patient: as with a patient you try to keep the journalist focused on what you want to talk about and resist being drawn into a discussion of extraneous issues.