

Crisis Communications & Media Training for Boards & Leadership Teams

Helping boards and leadership teams communicate clearly when operations, trust and reputation are under pressure.



Agricultural organizations manage complex issues that can move quickly and affect employees, members, customers, regulators, media and the communities they serve. Animal health events like New World Screwworm (NWS) and avian flu, food safety concerns, cyber incidents, severe weather, leadership changes, succession, system disruptions, labor issues, member conflict and market pressure can all create operational and reputational risk.

Corkboard Communications helps boards and leadership teams prepare before questions arrive and respond with clarity when an issue is already moving.

A FLEXIBLE FRAMEWORK

01 Assess

Understand your exposure.

We identify audiences, vulnerabilities, decision points and the issues most likely to affect your organization.

02 Align

Agree on what to say, when and to whom.

We help leaders establish clear, credible messages and define roles before pressure builds.

03 Activate

Prepare who speaks and what happens next.

We train leaders, spokespeople and teams to answer difficult questions with confidence and consistency.

04 Assure

Maintain confidence as conditions change.

We help clients stay visible, aligned and credible as issues evolve.

THE TOOLBOX

Board Crisis Communications Briefing

A 45–60 minute session to help boards understand their role during an issue or crisis.

OUTCOME Clarify governance, management, messaging and next steps before an issue impacts the organization.

Scenario Readiness Workshop

A half-day or full-day working session built around the issues most relevant to your organization.

OUTCOME Move from general concern to practical response priorities, roles and messages.

Media & Spokesperson Training

Hands-on preparation for leaders, technical experts and designated spokespeople.

OUTCOME Prepare speakers to handle difficult questions without speculating, overpromising or sounding defensive.

Change Communications Support

Messaging and planning for leadership changes, succession, reorgs, new systems, AI adoption or operational shifts.

OUTCOME Help leaders explain what is changing, why it matters and what their people should expect next.

Rapid Response Support

Quick-turn communications support when an issue is already active and decisions are moving fast.

OUTCOME Establish clear messages, stakeholder priorities and response discipline when time is limited.

WHO WE WORK WITH

Producer and commodity associations, cooperatives, agricultural lenders, food and processing companies, animal health organizations, state agriculture agencies, extension organizations and other member-led or regulated businesses.

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Credibility, Communicated.