

EMOTIONAL INTELLIGENCE IN PUBLIC RELATIONS



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TRAINING CENTER



Introduction

Public relations professionals absorb pressure from every direction: hostile media, anxious executives, upset customers, and crises that move in minutes. The Emotional Intelligence in Public Relations Training Course builds the composure and empathy this work demands. Participants examine how emotions shape messages, audiences, and decisions, and they practise staying steady under scrutiny. Furthermore, the programme covers empathy with stakeholders, crisis response, media handling, and managing difficult journalists with poise. Delivered by Gentex Training Center over five days, this programme suits PR officers, spokespersons, and communications staff. As a result, participants protect their organisation's reputation while keeping their own judgement intact.

Emotional Intelligence in Public Relations Course Objectives

- Explain the four-domain model of emotional intelligence in a communications context.
- Assess personal emotional intelligence using the EQ-i 2.0 framework.
- Recognise emotional triggers during media scrutiny and crisis pressure.
- Apply self-regulation techniques before interviews, briefings, and statements.
- Use cognitive reframing and the ABC model to manage hostile framing.
- Practise empathy with journalists, customers, and affected communities.
- Read emotional signals in audiences and social media sentiment.
- Handle difficult questions, criticism, and hostile interviews calmly.
- Manage stakeholder emotions during crises and reputational incidents.
- Build resilience habits that sustain performance over long campaigns.

Course Methodology

- Interactive sessions combining theory, reflection, and guided practice.

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- Role-plays covering media interviews, crisis briefings, and stakeholder meetings.
- Scenario workshops based on real reputational incidents.
- Social listening exercises to read audience emotion and sentiment.
- Structured debriefs that link emotional choices to communication outcomes.
- Action planning with a personal PR resilience improvement plan.

Who Should Take This Course

- Public relations officers and communications specialists.
- Government and corporate spokespersons.
- Media relations and press office staff.
- Crisis communication and reputation team members.
- Corporate affairs and stakeholder engagement professionals.
- Marketing communications and social media managers.
- Executives who face media interviews and public scrutiny.

Emotional Intelligence in Public Relations Course Outlines

Day 1: Emotional Intelligence Foundations for PR

- Defining emotions, emotional literacy, and emotional intelligence.
- The four-domain model: self-awareness, self-management, social awareness, relationship management.
- Daniel Goleman's five-component framework.
- Why emotions matter more in communications than in most functions.
- The EQ-i 2.0 model and its scales.



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- Emotional labour and the pressures of a PR role.
- Self-assessment: personal emotional intelligence profile.

Day 2: Self-Awareness and Composure Under Scrutiny

- Recognising triggers before and during media exposure.
- Physical stress signals and their effect on voice and delivery.
- Self-regulation: breathing, pausing, and the six-second rule.
- Cognitive reframing with the ABC model.
- Managing defensiveness, anger, and fear in public settings.
- Avoiding reactive statements and impulsive posts.
- Practice: a personal trigger and response map for PR work.

Day 3: Empathy, Audiences, and Stakeholder Trust

- Empathy types: cognitive, emotional, and compassionate.
- Perspective-taking with journalists, customers, and communities.
- Active listening in briefings and stakeholder meetings.
- Reading emotional signals in audience reactions.
- Social listening tools and sentiment interpretation.
- Tone, apology, and empathy in public statements.
- Practice: an empathy-based stakeholder conversation.

Day 4: Crisis Communication and Difficult Encounters

- Emotional dynamics during a reputational crisis.
- Preparing for hostile interviews and difficult questions.
- Managing the emotions of executives under pressure.



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- Working with angry stakeholders, customers, and communities.
- Handling abusive or manipulative media tactics calmly.
- Team wellbeing during sustained crisis response.
- Simulation: a hostile press conference.

Day 5: Reputation, Resilience, and Action Planning

- Reputation repair and rebuilding trust after incidents.
- Communication ethics and honest messaging.
- Media monitoring, sentiment analysis, and perception indicators.
- Building resilience habits and recovery routines.
- Recognising distress in teams and supporting colleagues.
- Building a 90-day personal PR resilience plan.
- Final practice, peer review, and course consolidation.

Conclusion

By successfully completing the Emotional Intelligence in Public Relations Training Course, participants will have acquired practical knowledge of the four-domain model, self-regulation under media scrutiny, empathy and audience reading, the ABC reframing model, crisis communication composure, and resilience practices. In addition, they will represent their organisations with steadiness and empathy. Gentex Training Center delivers this programme through media simulations and structured reflection, so participants apply their new knowledge immediately.

FAQs





Q1 What is the "Emotional Intelligence in Public Relations" course about?

The course builds the emotional capability public relations work requires. It covers self-awareness, self-regulation under scrutiny, empathy with audiences and journalists, crisis communication composure, sentiment reading, and professional resilience.

Q2 What are the key benefits of the "Emotional Intelligence in Public Relations" course?

Participants stay composed during hostile interviews and handle criticism without defensive reactions. Furthermore, they read audience emotion more accurately, respond with appropriate tone, and protect their organisation's reputation. As a result, communication teams perform better under sustained pressure.

Q3 What skills will I gain from the "Emotional Intelligence in Public Relations" course?

Participants gain emotional self-awareness and regulation, empathy and audience engagement, crisis communication and difficult encounter handling, and resilience and reputation protection practice. These four skills combine to raise communication quality under pressure.



Q4 What tools, methods, or standards are covered in the "Emotional Intelligence in Public Relations" course?

The programme uses the four-domain emotional intelligence model, Daniel Goleman's five-component framework, the EQ-i 2.0 assessment model, the ABC reframing model, the six-second rule, active listening techniques, social listening and sentiment analysis tools, crisis communication protocols, and media monitoring indicators.

Q5 How is the "Emotional Intelligence in Public Relations" course applied in real-world practice?

Professionals apply it when preparing spokespersons for interviews, responding to public criticism, managing a reputational incident, briefing executives under pressure, handling angry stakeholder meetings, and reporting perception trends to leadership. In addition, they use it to support colleagues during extended crisis response.