

## Winning Community Relations

Training of Police Officers and law enforcement officials to strengthen mutual co-operation in Hard to Reach Communities to fight crime and disorder



Andy Trotter QPM, Deputy Chief Constable British Transport Police, who took the leap of faith in supporting the Winning Community Relations programme when Deputy Assistant Commissioner in The Metropolitan Police Service.

*"I have over recent years acquired considerable experience dealing with the media and giving presentations, but I have received no training in giving presentations and it is something that I regret. I remember how vulnerable I felt the first time I had to give a presentation to a sceptical and sometimes hostile community group. Learning on the job can be a very painful experience and I wish I had been given the opportunity to train for these occasions from the start. The need for police officers at all levels to communicate with the media and with the public is more important than ever. We need to win our battles in the media as well as on the streets against the criminals. We need to equip our staff with the tools to communicate with a diverse and challenging community, and to cope with the demands of a voracious and critical 24-hour media".*



LYNDA KING TAYLOR speaking at a recent policing conference in the UK where the feedback from seasoned operational officers included "A breath of fresh air – tremendous speech" "She knows her stuff, and what's more she knows policing, a great asset to the Service" "Her experience with commerce, combined with her knowledge of policing, makes her training approach unique"

## Identified Requirements establishing need for this programme

For more background information visit  
<http://www.padpolice.com/relations.php>



### Home Office-Audit Commission 'Calling time on Crime' Report stated -

"There is a need to provide local authority and police staff with much better cross-professional training, so they can communicate with communities in high-performing teams capable of making a real impact on local problems".

"From our shared experience with inner city police/community partnership groups and media at both area and local service delivery level, police themselves agree that, as well as 'traditional' policing and crime prevention skills, they would benefit from gaining greater self-confidence and communications capability of the type of 'Hard to Reach' Communities presentations programme".



### The UK National Strategy for Neighbourhood Renewal: Report of Policy Action Team [PAT] 16: 'Learning Lessons' stated:

"Practitioners and professionals working in key public services such as the police force are not being prepared well for the challenge of working in disadvantaged neighbourhoods. Where they have received training it has often failed to equip them with the attitudes, skills and knowledge to deliver their core service to standards set out by Government. This, in turn, makes it far less likely that they will be able to collaborate successfully with others to tackle the cross-cutting problems".

The above PAT 16 found that improved communication and presentation skills were seen as a "**critical success factor**" in building effective police partnerships with area and local 'Hard to Reach' Communities to reduce crime and disorder.



*"There is little point in having the finest police service in the world, brimful of experts with the capability to reduce the risk and fear of crime, if only a handful of people are capable of communicating effectively to the community, their representatives and media. To make London the safest major city in the world and for others to follow this example, we must present our case for improved community relations better than we do".*

**Sir John Stevens QPM**

*Previous Commissioner of London's Metropolitan Police Service 2005*

## **Programme Agenda: Winning Community Relations and Reassurance Policing skills**

**In a nutshell:** A highly participative seminar that goes beyond traditional speaking skills and develops your techniques using models based on research into the behaviour of top flight presenters. It will provide you with the skills and techniques to construct and deliver successful presentations, either persuasive or informative in both formal and informal situations, to a wide range of communities, agencies, partnerships and media. The programme is specifically targeted for those individuals who need to speak to 'hard to reach' communities.

### **Specific Objectives will be:**

- Define their messages for different communities they serve.
- Structure those messages tactically for any specific occasions.
- Deliver those messages in a way that wins the hearts, minds and trust of the communities they serve.

### **You will learn:**

- A method of presenting based on the world's best presenters.
- How to construct a presentation using that method.
- How to use that method to analyse your performance.
- Persuasive and informative strategies and tactics.
- Message sequencing for maximum effect.
- Impact formats for text and graphic visuals.
- Choice of media format from booklets to light shows.
- Physical appearance and mindset.
- How to further develop your delivery techniques.
  
- The dynamics of Q&A and how to respond.
- How to deal with problems in Q&A.
- How to work effectively as a presentation team.
- A common language for use within your organisation.
- How to manage different cultural approaches
- Tactics for 'Working with the Media' when acting as a spokesperson, attending media interviews, or press briefings.
- Satisfying community groups by meeting their needs and expectations.

There will always be an input from senior police officer during the two days and dedicated case study scenarios highly realistic and relevant to operational policing in 2005

Lynda King Taylor directs the programmes for the 'Winning Presentations' project. The UK's Metropolitan Police Service piloted the first, held for ten senior officers at Borough Commander or Specialist Operations, Senior Management Team levels. The programme received rich reviews across the board from all delegates who attended. A further programme, attended by senior representatives from the Police Service across selected European Union [EU] Members States, occurred in 2004 to test its relevance for pan-European cross border policing. This programme was conducted alongside a European Policing Partner 'Europe 2000', which works at European Ministerial level on issues involving criminal justice, social & environmental affairs and organised crime including human trafficking. Again this programme also received high praise.

## Results of UK programme 2004

***"What Winning Presentations did was to make the content highly relevant to policing in the 21st Century".***

***The two-day 'Winning Presentations' training programme for senior police officers went far beyond anything I have previously experienced in nearly 26 years service. The quality of the directing team, the structure, and content of the sessions and the practical application of the learning was highly relevant to policing in the 21st century. The proof of the pudding however is in the eating. As an observer and evaluator, the transformation in the delegates' presentation skills in just 2 days was remarkable.***

***Lynda King Taylor was superb as a challenging media interviewer who asked those sorts of questions which had you wishing that you were anywhere other than in front of a TV camera".***

***DCI David Hills  
Metropolitan Police Brent Borough  
Senior Management Team  
& New Scotland Yard 2005***

*"This programme was first class – Lynda King Taylor and Winning Presentations have done much work, and police delegates have been well rewarded. Borough Cmdr Walthamstow spoke for everyone when he thanked you for all you had done and praised the course, content, structure and its flexibility for officers' operational requirements".*

*I have received media training at Bramshill, and our own DPA. My national role as the police representative in the Emergency Planning Division of the Home Office for over 3 years and then the Civil Contingencies Secretariat required me to give presentations throughout the UK. I consider myself quite proficient, but even I learned how to improve my presentations and impact with the quality and experience of the course leader shining through.*

*The credit for this programme must go to Lynda who has worked tirelessly to ensure that the content transferred from the private sector was accurate, relevant, realistic and challenging for the police service"*

***Chief Supt Roger Kember  
Metropolitan Police  
Specialist Operations  
New Scotland Yard***

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Detective Chief Superintendent Glenn Allison of the MET Police has been on the programme. *" It has been my experience that training courses regularly fail to hit the mark! ' That was a waste of time!' and ' What was the point of that?' are often my, and many of my colleagues, concluding thoughts. This Winning Community Relations programme, on the other hand, is the best course I have ever attended. It is what it says! Two intensive days of interactive training which aims to give you the skills and understanding of how to communicate effectively in any environment. Whether your role requires you to speak in public, communicate with diverse communities and the media, or present to a selection panel, this course will give you the confidence, knowledge and practical ability to win every time. It really has the 'Wow' factor. I know that in the space of the morning, my performance improved dramatically. The evidence was before my eyes. My fellow students were visibly better. By videoing everything we did, even the most critical of us could see the improvements that we had made".*

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**Responses from Police Delegates 2004: all comments extracted from delegates feedback given to the Evaluators and for the internal review team of the programme by the UK's Metropolitan Police Service.**

*"This is the best course I've had in nearly 25 years' service" DCS, The MET*

*The course was " Very professionally run. Excellent - instructor quality, course content, design, investment of time, overall enjoyment, and personal learning objectives"*

*Special Ops  
Territorial Policing*

*"Much enjoyed the professional manner in which this programme was run – excellent course content design and instructor quality. The programme was invigorating".  
Chris Flint  
President Europe 2000*

*"I've been practising the exercises for presentations and they work". DCS*

*"This is an excellent course. In relation to the relevance to my role of Borough Cmdr in the MET, the scenarios were highly relevant and very realistic for MPS policing priorities".*

*"I was seeking tools and I got loads of them. The programme was highly relevant – personal learning objectives were excellent"  
Commander Danish Polish Service*

*I chair and sit on many Boards and am expected to represent the MET. I gave 'excellence' marks to this entire programme – content, design, worthwhile investment of time, my learning hopes and overall enjoyment. An excellent programme"*

*Staff Officer, MPS*

*"This is much better than any interview training on the CIDs SIOs course"*

*"Lynda King Taylor's interviewing techniques were brilliant and really added to the course. It kept everyone on their toes right to the very end" DCI Met Police*

*"I've been on a lot of courses over 22 years and sometimes considered why I was there. I've seen the value of this one from the beginning"  
Borough Cmdr, The MET*

*"Excellent investment of time and highest overall enjoyment". Supt. Swedish Police Force*

*Instructor quality was excellent. I face the media and other community groups and after this programme will change my preparation and techniques.*

*Asst. Chief Constable.*

*"I am Supt. Ops and the public speaking element of this programme was highly relevant to my policing priorities. The instructor was excellent, and I gave top marks for this programme which should be given to all operational Superintendent and Chief Superintendents".*

**For info on the next Winning Community Relations programme contact Lynda King Taylor Programme Director at [LKTLondon@aol.com](mailto:LKTLondon@aol.com) or for more information visit the link at <http://www.lyndakingtaylor.com/police/relations.php>**

[http://www.lyndakingtaylor.com/police/docs/Winning\\_Community\\_Relations.pdf](http://www.lyndakingtaylor.com/police/docs/Winning_Community_Relations.pdf)

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