



-  **Crisis Management and Simulation**
-  **Media for Executives**
-  **Public Speaking**

Perhaps the most valuable tool in a Public Accountability (our term for PR) company's repertoire is its ability to train and to coach senior executives in the three important fields above: Crisis, Media, Public Speaking.

Anyone can read a book and give a lecture from that book. Michael Willard wrote the books from experience and he and Olga have been involved in training and coaching together for years.

It has certainly helped that they have the background for it. Michael Willard is a former journalist and editor, professional political strategist, and coach who has worked with CEOs, board chairman, leading politicians and interest groups.

Working with Michael, Olga has conducted trainings in Kyiv and Moscow, leading many of the projects. She is CEO of Willard, has a degree in Management and is a former strategic planner in marketing.

It is difficult to think of a company in Eastern Europe with whom Willard has not worked and with whom the company has not conducted executive training, including training middle level managers to communicate more effectively.

Over two years, Michael and Olga worked with the following:

- The President and other officials of Shell Russia
- Executives of British Petroleum
- Senior executives at Raiffeisen Bank Aval
- Senior lawyers at Lavrynovych and Partners
- Moscow anti-corruption leader Alexey Navalny
- Ukraine presidential candidate Dr. Olga Bogomolets;
- Executives of Metinvest, Corum and Esta Holdings (all SCM companies)
- Philip Morris officials
- The leadership team of Danone Ukraine
- Management of Nestle Ukraine

Olga Willard led a crisis preparedness program for Danone Ukraine, including localization and adoption of crisis procedures and crisis simulations at all of Danone's Ukraine plants last year as well as its headquarters. Danone Group auditors from Paris stated a 95 per cent readiness mark in crisis preparedness.

The Willard record consists of media training the current and a previous prime minister of Romania, a former prime minister of Bosnia and a former prime minister of Ukraine. Willard has worked with U.S. Senators, governors and numerous CEOs and board chairmen.

There has never been a better time to have Willard conduct media, public speaking or crisis management training for your company. In times of crisis, it is important that you deliver the right messages. Willard can help you craft those messages and coach you on how to effectively deliver them.

Send an email or give us a call. We would like to show you how we can help your company communicate better with its various stakeholders and how this can benefit your bottom line.



J. Michael Willard
Willard Chairman



Olga Willard
CEO, Willard

The Trainers: Michael and Olga Willard
Willard Leadership Training

mike.willard@twg.com.ua +380 50 355 9040

olga.willard@twg.com.ua +380 50 357 4527