STUKENT

Certificate of Completion

This Certificate is presented to

Payton Halbrook



Crisis Communication Simternship®

Completed on: **December 01, 2025**

This certificate signifies experience:

- Practice using the right language around an unethical working condition as well as the art of stealing thunder as a pre-emptive strategy.
- Customer communication with a product stockout and corporate social responsibility.
- Learning how to communicate at the beginning of a crisis.
- Building customer trust in a middle of a crisis.
- Professional language around negative press when an employee gets fired and goes to the press. Building positive company opinion through the pre-emptive strategy of bolstering.
- Empathic language around an employee getting injured with the pre-emptive strategy on inoculation.
- Mock interviews and trust building media packages.