

Strategic Communications

Trainee Name	Date
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As you watch the video, follow along and complete the questions in this guide. You can stop the video and view a section again if needed. The goal is for you to complete this guide and then discuss the material with your designated agency trainer or facilitator.

According to the video, research shows what percentage of police work is verbal communication?

- A. 65%
- B. 75%
- C. 85%
- D. 95%
- E. 100%

Strategic Communications refers to using communication skills to influence other people's behavior rather than to compel them to do certain things.

True _____ False _____

Which of the following is the most correct description of the term "Strategic Communications?"

- A. Strategic Communications supports the approach of infusing professional verbal communications into law enforcement training programs to reduce use of force incidents and reduce citizen complaints
- B. Strategic Communications supports the approach of infusing professional verbal communications into law enforcement training programs to enhance officer safety and the concept of procedural justice
- C. Strategic Communications supports the approach of infusing professional verbal communications into law enforcement training programs to better prepare law enforcement in handling persons in crisis
- D. None of the above

The ultimate goal of Strategic Communications is to do what?

- A. Reduce citizen complaints
- B. Reduce use of force situations
- C. Gain voluntary compliance
- D. Slow down crisis situations



Giving people options during a contact accomplishes which of the following?

- A. Allows them to make a choice while maintaining their dignity and respect
- B. Allows people to feel important since people are simply tired of always being told what to do
- C. Offering any kind of options is important because people like to feel like they are part of the decision-making process
- D. People like to feel like they have some control over their destiny
- E. All of the above

Which of the following is NOT one of the Five Universal Truths of Tactical Communications?

- A. All cultures want to be treated with dignity and respect
- B. All people would rather be asked than told what to do
- C. All people want to know why they are being asked or told to do something
- D. All people would rather have options than threats
- E. All people want to know the name of the person to whom they are talking
- F. All people want a second chance to make matters right

Being the Contact Professional means that you represent more than just yourself. As referenced in this video, which answer below best describes others you represent?

- A. Your agency, your command staff, your community members and your peers
- B. Your department, the state of California, the Bill of Rights, the United States Constitution, every other law enforcement professional in the country and the people
- C. Your community
- D. The government

What does the concept of “It’s Showtime!” refer to?

Which of the following is not a component of L.E.A.P.S?

- A. Listen
- B. Empathize
- C. Advise
- D. Paraphrase
- E. Summarize

