



# STRATEGIC COMMUNICATION,

## Enhancing Professionalism

### **DESCRIPTION:**

The intent of the course is to provide attendees with an understanding of **Strategic communication**. To improve the attendee's ability to generate voluntary compliance through the art of persuasion and utilizing the tools of interpersonal and tactical communication. The course incorporates hands-on/practical strategic communication.

**The course will reinforce a deeper understanding of how to employ the principles of effective de-escalation practices with various situations.**

**Thursday, December 15th**  
**1:00pm – 2:00pm ET**  
**2022**

### **INSTRUCTOR:**

**Dr. Kenneth F. Ehrman,**  
IADLEST National Certified Instructor

### **OBJECTIVES:**

**Attendees will learn key instructional techniques on how to teach their students to demonstrate the following:**

- Assess and describe the assigned problem.
- Examine what they already know about underlying issues related to it.
- Decide on information and where they can find it to solve the problem.
- Evaluate alternative solutions.
- Implement their plan.
- Report on their findings.

**Kenneth F. Ehrman** is an Investigator at the California Department of Motor Vehicles Investigations Division. He has over twenty-eight years of law enforcement experience, including five years at the California Department of Corrections and twenty-two years as an investigator. He is a POST certified instructor in defensive tactics, strategic communication, and de-escalation of force and crisis intervention. Kenneth is a subject matter expert in counterfeit document identification and provides training to law enforcement agencies throughout California. Kenneth has developed a curriculum on domestic terrorism, strategic communication, de-escalation of force, and identity theft. Kenneth has a Doctorate Degree in Public Administration focusing on the effects of legislation on de-escalation of force training and is a Policing Fellow at the National Police Institute. Kenneth serves in various volunteer positions at his church and his community. He serves as the Chair of the California Boating and Waterways Commission, President of the Association of Motor Vehicle Investigators of California, and Vice President of the California Statewide Law Enforcement Association.

### **REGISTRATION LINK:**

[https://us06web.zoom.us/webinar/register/WN\\_Qkeb42YZSGSC3t2Z8xoCBw](https://us06web.zoom.us/webinar/register/WN_Qkeb42YZSGSC3t2Z8xoCBw)