



Media Fluency Lab

Clarity that connects. Influence that lasts.

Media Fluency closes the gap between knowing and doing

Delivered in person or online, the Media Fluency Lab gives leaders and spokespeople a confidential place to test their messages, experience realistic interview pressure and practise communicating with clarity, confidence and control.



“A mic in my face compresses my personality and confidence.”

~ Musa, Media Fluency Lab attendee

What you know is only useful if you can access it under pressure.

What changes after the Lab?

The interview is the stress test.

The value travels much further.

Participants leave better able to:

- **Craft** and articulate central messages.
- **Explain** complex ideas clearly.
- **Answer** difficult questions without losing direction.
- **Speak** naturally without becoming careless.
- **Manage nerves** & recover when something goes wrong.
- **Contribute** more effectively in meetings, presentations, panels and public Q&As.



“I’m going to apply what I learnt immediately in my meetings and presentations.”

~ Victor, Media Fluency Lab attendee

Media Fluency is part of join.the.dots’ broader Communication Fluency methodology, helping people communicate effectively when the audience, environment and stakes change.

Experience vs theory

Media skills prepare you for the interview.

Media fluency prepares you for what the interview can do.

*Skills without fluency can be polished but reckless.
Fluency without skills can be thoughtful but ineffective. The Media Fluency Lab develops both.*

An interview does not begin when the microphone is switched on. It begins with decisions about whether to participate, what needs to be said, who needs to hear it and what the conversation could and should leave behind.

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You cannot learn pressure from a lecture, You have to experience it.

In person or online, you get **realistic interview practice**, recordings to review and **one-on-one coaching**.

Participants leave better able to:

- Speak on camera and on mic.
- Work with different microphones.
- Hear how your message sounds outside your own head.
- Face the questions you hoped nobody would ask.
- Watch yourself and your colleagues in the playback.
- Learn from peer reviews and one-on-one coaching
- Tweak, tune and try again.

Participants are interviewed, recorded and coached on what they do under pressure, not what they believe they will do.



A workbook for the day and the work that comes after it

Attendees do not have to choose between participating and taking notes.

The Media Fluency Lab workbook gives participants a place to prepare their messages, capture individual feedback and plan what to practise next. They build a bank of messages, stories and examples they can return to before their next interview, meeting or presentation.



5 pillars of Media Fluency

Intention

Know why you are speaking, who needs to hear you and what the interaction needs to achieve.

Clarity

Shape core messages and supporting stories that people can understand and remember.

Presence

Use your physical presence as well as voice, pace, body language and composure to help the message travel.

Control

Handle difficult questions without becoming evasive, defensive or distracted.

Trust

Communicate in ways that strengthen credibility beyond the immediate interview or Q&A.

Together, they produce a spokesperson who remains credible under scrutiny, rather than someone who is merely comfortable on camera.

We teach media fluency because we understand what is at stake

join.the.dots has advised organisations and their leaders on communication and reputation since 1998. Media training grew out of that work because we were already responsible for the reputations those interviews could affect.



Ingrid Lotze



Gavin Moffat

This is where join.the.dots' solid reputation-management foundation becomes your competitive advantage.

The Media Fluency Lab is built on 28 years of reputation management.

60+

years of combined communication and reputation experience

5

participants at most, so everyone gets meaningful practice

2

founders delivering the Lab with an experienced team

Client-specific messages and questions. Confidential practice. Individual feedback, peer support & reviews and participant recordings.

Media fluency is not about surviving interviews, it's about mastering the moments that shape perception and reputation.

Some of our clients who understand that one media interview or Q&A can build or break reputation.

HP

Dell

BP

FNB

JSE

Unilever

Oracle

Anglo American

Standard
Chartered

Imperial Logistics

Momentum

Tarsus Technology
Group

Your Lab by *join.the.dots*

- Lets talk about your Lab** Tell us who the training is for and what they're preparing for. We'll recommend a format and provide a tailored quote.
- What's included** Your Media Fluency Lab workbook, recordings of your practice interviews and individual feedback.
- Duration** One full day – 08:30 to 17:00.
- Delivery** In person or online.
- Built around you** Interview scenarios and questions tailored to your organisation, your messages and the situations you face.



[Book a call](#)

Let's talk

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