

Emotional Intelligence for *Counter-Terrorism Communication*



A two-day strategic workshop on Emotional Intelligence-based communication and narrative frameworks for intelligence and security professionals engaged in preventing violent extremism and radicalization

THE CHALLENGE

When the message matters as much as the mission

Preventing violent extremism is not only an operational challenge, it is a communication challenge. The ability to understand, influence, and counter radicalization messaging depends on deeply understanding the emotional drivers behind them.

Intelligence and counter-terrorism professionals who understand how fear, identity, hope, and belonging operate as emotional forces are significantly more effective at disrupting extremist recruitment, building community trust, and designing alternative narratives that resonate.

Extremist groups are sophisticated emotional communicators. They offer belonging, purpose, and identity to vulnerable individuals. Countering them requires the same emotional fluency, applied with strategic discipline and ethical clarity.

WHY EMOTIONAL INTELLIGENCE

The *strategic edge* of EI

- Radicalization is driven by unmet emotional needs - not ideology alone. Communication for prevention fail when they address logic but ignore emotion.
- Community trust is built through emotional attunement, not authority. Stakeholder and partner communication requires a deep and practical understanding of Emotional Intelligence.
- Leadership under pressure demands emotional regulation and presence. Deradicalization programs succeed when they offer emotional alternatives.

WORKSHOP OVERVIEW

Two days. *Operational impact.*

Day 1 - Understanding Emotional Drivers	Day 2 - Strategic Application
THEME	THEME
Neuroscience of fear, identity, and radicalization · Emotional mapping of extremist recruitment messaging and ideologies · Authentic storytelling as a prevention narrative tool · EI in leadership and high-stakes communication	Building emotionally resonant alternatives for messaging · Community engagement and trust frameworks · Stakeholder communication across cultures · 90-day action planning and implementation roadmap
KEY OUTPUTS	KEY OUTPUTS

Audience Emotion Map · Trust-building principles
· Shared emotional vocabulary

Revised core narrative · Messaging cards · PR
angles · Digital language guide

DELIVERABLES

Six ready-to-use operational outputs

- 01 **Emotional Driver Map**
Map of emotional forces behind radicalization
- 02 **Strategic Communication for Prevention Framework**
Emotion-based messaging architecture for PVE communication
- 03 **Audience Messaging Cards**
Tailored messages per community segment and stakeholder group
- 04 **Community Trust Toolkit**
EI-based engagement principles for field and partner interaction
- 05 **Leadership EI Guide**
Emotional regulation and presence for high-pressure environments
- 06 **90-Day Action Plan**
Implementation roadmap with clear owners and milestones

THE FACILITATOR

Emotion Intelligence Specialist - International Branding and Marketing Consultant

- ◆ PhD, Management & International Marketing - University of Vienna Specialization in emotions and international consumer behavior. 9 peer-reviewed publications.
- ◆ 20+ years experience —Consulting Vienna Mission-driven organizations, international foundations, and social impact projects across Europe and Latin America.
- ◆ Senior Researcher, EU Knowledge Hub in Prevention of Radicalization (2026 – Current) - KIRAS Security Project (2020–2022) Social resilience research applicable to policy making
- ◆ Facilitator: Global School for Social Leaders, Empreende Austria, The Mompreneurs Society Cross-cultural workshops in English, Spanish, and German.

"The world needs to see powerful stories to believe again in the possibility of a better future. This workshop gives your team the tools and the voice to make that happen."

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