

# Planning Internal Communications

How would you describe your organisation's internal communication? Is it something like 'Overwhelming. Onslaught. Off-the-mark. Top Heavy. Too much information. Too many channels. If only people just read their emails'?

Those are some of the descriptions of the quality of internal communications not just today but for the past 20 years. Systemic issues such as the over-reliance and confusion around electronic channels are now intensified with the new internal engagement and collaboration platforms like Yammer, Workplace and Teams.

Good communication plans exploit the difference between goals and objectives. They utilise concise and compelling key messages and create alignment and readiness for change.

## **Duration**

- One-day face-to-face or
- 2x 3.5 hours live virtual training

## **Audience**

This internal communications plan training is designed for managers and members of teams who deliver internal communications services within organisations. This internal communication writing training will be tailor-designed for teams and groups of colleagues. The program is tailored to the level of the participants and the types of internal communication they write.

## **Outcomes**

Learn how to:

- Appreciate what employees really want to know
- Understanding the importance of face-to-face communication
- Evaluate the effectiveness of internal channels
- Identify critical success factor of effective internal communication
- Craft effective key messages
- Develop a strategy and a plan
- Analyse stakeholders and plan actions
- Use senior leaders effectively
- Evaluate plan outcomes.

## **Internal communications writing group training - using your documents**

Where relevant, we will use your organisation's internal formats, templates and style guide.

We will also use anonymised examples of participants' writing in the workshop. With this material the facilitator:

- Assesses their writing ability
- Gains a thorough understanding of the written work they prepare
- Extracts examples for use as training material within the program.

Ask us how we apply this to your organisation.

We deliver our tailored business writing courses across Australia and abroad.

## **Request a quote**

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at [info@icml.com.au](mailto:info@icml.com.au) or start a 'chat' on our website [icml.com.au/](http://icml.com.au/).

# Virtual Workshops

We deliver programs in interactive, live online workshops, accessible from a device anywhere.

## Highly impactful learning

- Replicating face-to-face workshop experiences through conferencing technology.
- Using extra features for engagement: polls, quizzes, chat, electronic whiteboard.
- Learning in multiple shorter bursts – allowing practice between sessions.

## Benefits of virtual workshops

- Attend the training from the comfort of home or personal workstation.
- No travel time or expenses.
- Multiple short sessions – less impact on work.

## Simple access

- You need: a device with camera and a quiet place.
- No software needed.
- Click on a link to gain access.
- Works on any personal device and most corporate systems.

## Tailored group training – in-house or through virtual workshops

Ask us how we will tailor this program to your organisation or team. Benefits are that we tailor the:

- *Content* to suit your organisation's needs.
- *Delivery* to reflect your procedures, values, examples and terminology, which encourages participants to apply their new skills in their roles.
- *Duration* to suit the availability of your team members and your budget.

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