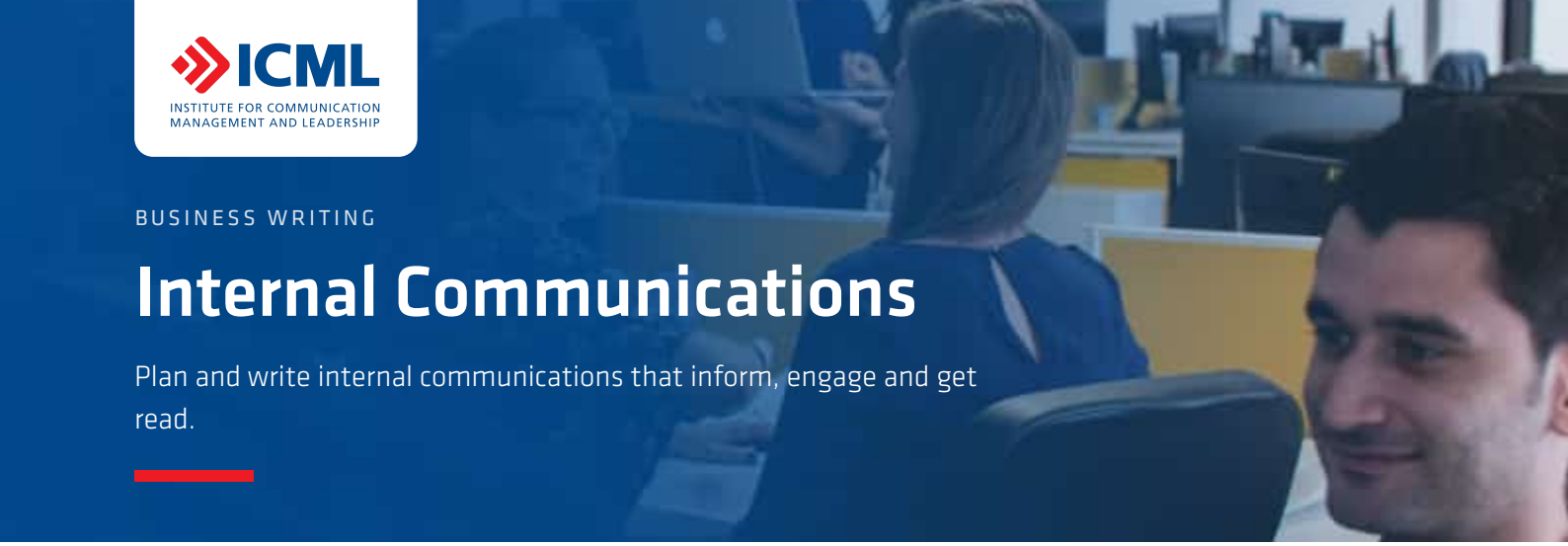
ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



BUSINESS WRITING

Internal Communications

Plan and write internal communications that inform, engage and get read.

WHO IT'S FOR

People who write to staff: communications, HR and managers.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Plan internal messages around purpose, audience and channel
- Write announcements and updates people read to the end
- Explain change clearly and honestly
- Tailor one message for different groups of staff
- Keep tone consistent across leaders and teams
- Check messages for clarity before they go out

ABOUT THIS PROGRAM

Our internal communications training deals with the messages that staff skip: the all-staff email with the key point in line nine, the announcement that raises more questions than it answers, the change update that arrives after the rumours. Participants learn to plan messages around the reader, choose the right channel, write clearly and keep updates consistent. They draft real announcements in the session, so internal communication that informs and engages starts straight away.

Tailored to your organisation

We work with your channels, your recent communications and the changes your people are facing, so the program fits how information moves in your organisation.

Talk to us about this program

1300 655 098 · info@icml.com.au

Enquire online