

## Internal Communication Essentials

This e-learning course covers the three key practices necessary for every employee to be able to significantly up their game as an internal communicator.

It involves twelve 30 minute modules, split over seven areas:

### Section A: Set up

#### Outcome

Learners will approach this learning with the right mind-set, so they want to learn what's coming.

#### Module 1

Delegates will learn:

1. the importance of following practices which are Demonstrably Fitness for Valid Purposes (DFVP)
2. A demonstrably valid definition of Internal Communication
3. A demonstrably valid purpose for Internal Communication
4. That no one is born with an 'internal communication gene' which might enable them to fulfil that purpose without being taught.

### Section B: Language

#### Outcome

Learners will be aware of four key linguistic tools they'll need in order to:

- ✓ identify their communication needs accurately and completely, and
- ✓ communicate more clearly with themselves and others

#### Module 2

Delegates will learn how to distinguish between, and appropriately use different language types:

1. Concrete and abstract
2. Static and Dynamic
3. Towards & Away From
4. Personal & impersonal

## Section C: Internal Communication Outcomes

### Outcome

Learners will be able to identify valid outcomes for any internal communication activity, whether written or oral, and whether directive, interrogative or collaborative.

### Module 3

Delegates will:

1. identify objectives for three communications
2. learn to distinguish between...
  - ✓ 'doing' and 'having done'
  - ✓ communication objectives and communication outcomes

### Module 4

Delegates will learn:

1. To distinguish between
  - ✓ Two types of demonstrably valid outcomes
  - ✓ Nine invalid 'phantom' outcomes
2. The questions they can use to challenge their own or other people's phantoms

### Module 5

Delegates will review the objectives they identified in Module 3, and use their learning from Module 4 to:

1. assess their validity/invalidity
2. define valid outcomes.

## Section D: Audiences

### Outcome

Learners will be able to identify valid audiences, and any 'outcome enablers' they need to keep in the loop.

### Module 6

Delegates will learn:

1. The five 'dynamics' which impact on internal communication results
  - a) Financial
  - b) Emotional
  - c) Audience
  - d) Relationship
  - e) Silo
2. The three psychological 'positions' people can adopt when receiving communications
  - i. Author
  - ii. Audience
  - iii. Detached Observer

### Module 7

Delegates will:

- a) Learn the
  - ✓ four question sequence for identifying audiences precisely and completely
  - ✓ two questions for identifying 'outcome enablers'
- b) Apply this learning to the communication outcomes they identified in Module 5

### Module 8

Delegates will:

- a) Learn...
  - ✓ ...to distinguish between two types of 'enabling'
  - ✓ ...the seven scenarios for collaborative communications
- b) Identify an outcome they need to achieve from an upcoming meeting (even a 1:1 with their boss)

## Section E: Identifying valid content

### Outcome

Learners will be able to identify all the content needed to achieve their outcomes, and what they can afford to leave out.

### Module 9

Delegates will learn about:

The SMARTIED Principle

The four types of content

### Module 10

Delegates will work through the questions for each of the four types of content, using their example communication from Modules 5 and 7.

## Section F: Feedback

### Outcome

Learners will be able to provide relevant, balanced, complete feedback

### Module 11

Delegates will learn...

- ✓ The principles they need to follow
  - ✓ The questions they need to answer...
- ...when providing feedback.

## Section G: Evaluation

### Outcome

Learners will be able to put all their learning into practice

### Module 12

Delegates will be tested on all the key learning points from across the course.