



## Writing for internal audiences

Keeping your internal stakeholders engaged can help boost staff-retention levels, increase productivity and minimise risk from non-compliance with key internal procedures.

It's as important to get your messaging right internally as it is when dealing with the public, customers or the media.

On this course we'll show your team how to do this, whether they're writing emails, producing an internal newsletter, creating user guides for staff or updating the company intranet.

They'll learn essential techniques, including writing with empathy for employees, achieving positive outcomes when delivering bad news and writing for different channels, such as intranet, instant messaging and email.

### Tailoring training to your needs

We know that every organisation is different, so we make sure every course is just as unique. That's why we'll consult with you before the course and tailor the materials using real-life examples you provide.

This means you can be sure the training will be relevant and directly applicable to the communications your team need to write.

## Who is it for?

This course will benefit anyone who needs to write for internal stakeholders, in any kind of organisation.

## What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

## Numbers, pricing and venue

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely.)

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## Learning objectives

**After the training, your team will be able to:**

- strip away the jargon to make content accessible and easy to read for all internal audiences
- engage their audience and put key information first
- build a logical structure for all internal communications
- think about the audience they are writing for (such as the level or location of staff) and tailor their communications accordingly
- use different channels effectively
- deliver key messages – whether good or bad – in a way that achieves a positive response from your employees
- avoid common grammar traps and proofread communications for errors.

## Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

## Course programme

### Writing for internal audiences

#### 9.30 Introduction

- Welcome and course overview
- Understanding the impact of internal communications
  - Internal and external: what's the difference?
  - Why good writing plays a key role
- Knowing your internal stakeholder groups and their differences
- Having clear objectives

#### 10.45 Coffee

- Getting started
  - Developing an internal communications strategy
  - Agreeing key messages
  - Using different communications channels
- A question of style
  - Getting the tone right
  - Creating a reader-friendly structure
  - Showing empathy

#### 1.00 Lunch

- Tailoring your content
  - Putting your reader first
  - How to write with empathy
- Delivering impact through your writing
  - Making it easy for the reader: clear and concise writing
  - Writing in plain English and using natural language
  - Avoiding misuse of jargon and technical terms

#### 3.30 Tea

- Business-writing essentials
  - Confident grammar and punctuation
  - Effective proofreading

#### 5.30 Close

Effective internal communications: boost staff-retention levels, increase productivity and minimise risk from non-compliance