

FUTURE FOCUSED INTERNAL COMMUNICATIONS

COURSE OUTLINE

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Future Focused Internal Communications

Course Aims

This workshop provides the opportunity to explore successes, identify blockers and potential ways to resolve them, introducing the concept of pre mortems to widen innovation and challenge. It focuses on the development of evolving mindsets to deliver good practice in the modern workplace.

It is designed to help you better understand and discuss updated expectations and emerging aspirations. There will be opportunity to discuss and reflect on contemporary research and survey findings about the impact of workplace communication. This includes an insight to communicating with different audiences in the modern world.

It aims to develop understanding of differing communication styles and emerging preferences, with specific focus on Gen Z, as well as increasing awareness of own and others' communication styles.

It continues earlier work on considering how to adjust to a widening range of different audience needs.

Building on the focus on outcomes, there is further opportunity to Identify what data is (and can be) available and how it can be most effectively analysed to produce trends and patterns. Understanding how effectively analysing data with additional research and context can provide more opportunity and lead to richer audience insight and evaluation.

The final strand is to identify next steps and strategic plans for the future.

Duration

5 Hours

Target Audience

Professionals working in internal communications, employee experience, HR, change management, or any role responsible for shaping how organisations communicate with their people.

Learning Outcomes

By the end of the course, participants will be able to:

- To develop the ability to identify actionable insights and data when communicating with different audiences in the modern world
- To understand own and others' communication styles and emerging preferences to tailor communication to audience needs
- To recognise the importance of developing and sustaining an outward-facing and evolving mindset for successful communications
- To understand the current operating context in the modern workplace
- To review strategic focus to refine internal communication skills and knowledge for the future

Course Content

Session 1 - Setting the Scene: The Modern Communication Landscape

- Overview of current workplace expectations and emerging communication trends
- Exploration of contemporary research
- Discussion of how digital behaviours, hybrid working, and shifting audience expectations shape communication effectiveness
- Group reflection on personal experiences of communication successes and challenges

Session 2 - Understanding Evolving Mindsets

- Overview of current workplace expectations and emerging communication trends
- Exploration of contemporary research
- Discussion of how digital behaviours, hybrid working, and shifting audience expectations shape communication effectiveness
- Group reflection on personal experiences of communication successes and challenges

Session 3 - Communication Styles and Audience Preferences

- Overview of current workplace expectations and emerging communication trends
- Exploration of contemporary research
- Discussion of how digital behaviours, hybrid working, and shifting audience expectations shape communication effectiveness
- Group reflection on personal experiences of communication successes and challenges

Session 4 - Pre-Mortems for Innovation and Problem Solving

- Overview of current workplace expectations and emerging communication trends
- Exploration of contemporary research
- Discussion of how digital behaviours, hybrid working, and shifting audience expectations shape communication effectiveness
- Group reflection on personal experiences of communication successes and challenges

Session 5 - Using Data to Drive Insight

- Understanding what data is available and how to access it
- Identifying meaningful data points for audience insight
- Techniques for analysing trends, patterns, and behaviours
- Combining data with research and context to strengthen communication decisions
- Practical activity: interpreting a sample dataset to generate actionable insights

Session 6 - Applying Insight to Real-World Communication

- Translating insights into targeted communication strategies
- Designing messages that reflect audience needs, preferences, and expectations
- Evaluating communication effectiveness using data and feedback loops
- Group work: developing improved communication approaches for real life scenarios

Session 7 - Strategic Planning and Next Steps

- Reviewing current internal communication priorities
- Identifying gaps, opportunities, and areas for development
- Creating a personalised action plan to embed learning into day-to-day practice
- Setting strategic goals for future communication capability and culture