The Fasttrack programme

Slow down to be better





The Programme Framework

1. Personal Development

Your Values – playing to your strengths
Confidence Mindset
Resilience toolkit

2. Business Strategy

Mission / Vision / Values Employee Experience Organisational Issues

3. IC Strategy

The IC role
Purpose and principles
Audience

4. IC Planning

Messaging / Channels Resource / Governance Measurement

5. Creating your IC roadmap

Your role Your approach Your development plan





Getting to know yourself

Understanding strengths / values
Understanding our mental health and creating your 'thrive' toolkit
Your role / what you do

IC Strategy

The role and purpose of IC Setting objectives and goals Understanding audience Agreeing deliverables

The Big Picture

Understanding corporate strategy
What is mission / vision / values?
Employee experience including ERGs, D&I,
sustainability and wellbeing
Employee engagement

IC Planning

Planning methodology Sequencing and timing Tactics and execution Crisis communications

Crafting Content

How to write (for impact / audience)

Curation and creation

The art of storytelling (when to use it)

The role of design

channels and tools

Creating a channel framework

Getting the tools to do the job

Creating your Toolkit

employee experience

What is employee experience?

Connecting ERGs, I&Ds, onboarding, sustainability, wellbeing

Identifying internal 'moments of truth'

Leadership and stakeholders

How to have a good conversation

Active listening

The role of coaching, advising, delivering

Handling conflict

Line Manager support

How to support managers to be great communicators

Developing line manager toolkits

Developing line manager communication skills

Your approach, your plan

Your personal development plan

Your priorities

Committing to your approach



