**MA Internal Communication Management Open Afternoon 2025 – Transcript**

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00:00:00.970 --> 00:00:13.229

Liz Cochrane: And 1st of all, just to say, Thank you, all of you, for coming along this afternoon. I hope you're going to find it useful and interesting.

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00:00:13.320 --> 00:00:35.440

Liz Cochrane: It will be hopefully as useful and interesting as you make it, because you're going to be in the driving seats because we're going to do a few introductions now. But then we found after that that what works best is for people to ask questions, and we respond to those questions.

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00:00:35.620 --> 00:00:49.429

Liz Cochrane: But 1st of all, what I'm going to do is to introduce the panel and that's a combination of the Ioic course team, the master's course team.

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00:00:49.720 --> 00:00:55.759

Liz Cochrane: And then we have 2 of our alumni who have kindly come along to join us today.

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00:00:56.289 --> 00:01:10.970

Liz Cochrane: And who are probably the people you'll be most interested in hearing from, because they can give you the student's eye view of what the whole experience is like and what they gain from it.

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00:01:11.741 --> 00:01:14.848

Liz Cochrane: But to kick off. I'll

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00:01:15.600 --> 00:01:30.340

Liz Cochrane: as I said. I'll do some introductions. And then I'll be handing over to you to ask your questions, so to start with. My name is Liz. I'm the course director

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00:01:30.560 --> 00:01:42.309

Liz Cochrane: of the program. My background is in internal Comms in Pharma and in the utilities in-house. And then I've been a

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00:01:42.310 --> 00:02:03.370

Liz Cochrane: consultant for many years, been in and increasingly focused on employee engagement employee, voice, and combined that for a long time with being both the course director and the leader of one of the modules module that focuses very much on

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00:02:03.480 --> 00:02:07.769

Liz Cochrane: organizational culture and leadership.

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00:02:08.625 --> 00:02:14.409

Liz Cochrane: So that is me. And I'm going to hand over next to Ollie.

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00:02:15.780 --> 00:02:27.929

Oli Howard: Thanks, Liz, and Hi, everyone great to have you all on the call. I am Ollie Howard. I'm module leader on the master's course for modules 2 and 3, and I'll say a little bit about what those cover in a second.

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00:02:27.930 --> 00:02:46.190

Oli Howard: My background is in internal communication management. I worked in a number of roles in the public and not-for-profit sector, mainly either roles where my entire focus was on internal communication management, or where I was part of A. Had a wider corporate communications. Brief

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00:02:46.532 --> 00:02:47.560

Oli Howard: for the last

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00:02:47.760 --> 00:02:54.669

Oli Howard: 5 or 6 years, though, I've been working with the cipd as their head of membership most of the time.

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00:02:55.043 --> 00:03:21.559

Oli Howard: And that's really interesting, because I'm really passionate about the opportunity for Hr teams and internal communications teams to work really effectively together. Because when you have those 2 things working in harness, then we're able to build a really effective employee experience. So being able to combine my work on the masters with my work at the cipd is something I I really enjoy, and it's great to have those 2 things in combination

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00:03:21.780 --> 00:03:46.099

Oli Howard: in terms of the bits of the masters that I deal with. I lead specifically on modules 2 and 3, module 2. We really focus in on strategy. And how internal communications teams can have an impact on organizational outcomes. We also look at how change is managed in organizations and the role that internal communicators can play in supporting that. And we look at the nature of the employment

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00:03:46.100 --> 00:03:57.390

Oli Howard: relationship. And how, again, the the role of communication is important in shaping that relationship and in managing relationship between employer and employee.

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00:03:57.500 --> 00:04:22.369

Oli Howard: Then in module 3. We look at influence in particular, particularly the influence of the internal communicator within the organization and working with senior leaders. We look at the best models of partnering with senior leaders and exec teams in order to get communication happening in effective ways in organizations. And we look at rhetoric, discourse, analysis, and what that can tell us about the art of persuasive communication and the use

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00:04:22.370 --> 00:04:30.540

Oli Howard: of language and communication. So that's all the stuff I cover. I'm sure we'll get into it more. Once we take questions back to you, Liz.

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00:04:32.140 --> 00:04:37.170

Domna Lazidou: Oh, let's you've we can't hear you.

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00:04:37.890 --> 00:04:43.299

Liz Cochrane: Yeah, I realized, sorry. So yes, I'm going to hand over to Donna next.

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00:04:44.670 --> 00:04:45.470

Domna Lazidou: Thank you.

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00:04:45.520 --> 00:05:03.739

Domna Lazidou: Hi, everyone lovely to see you my name is Domi Lazidu. My background is also in internal communication management and consultancy. While working as an international consultant in internal communication I got, I found myself getting increasingly frustrated with

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00:05:03.740 --> 00:05:16.520

Domna Lazidou: how little we understood culture culture change particularly in complex multinational environments. So I went off and did a Phd. On the subject of communication and culture.

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00:05:16.550 --> 00:05:28.509

Domna Lazidou: and I have since been specializing in that area. So my boss is an academic. So I teach on the topic of internal communication, global leadership

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00:05:28.510 --> 00:05:47.540

Domna Lazidou: working in international teams. And also I work as a trainer and consultant in that area. I do a training course for the Ioc around communicating in cultural change management.

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00:05:47.860 --> 00:05:56.439

Domna Lazidou: and within the course I I run Module 4, which is about

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00:05:56.830 --> 00:06:24.480

Domna Lazidou: your own project. So by the time you're doing Module 4, you would have done all the wonderful things that Liz and Ollie do with you, so you will be ready to put them into practice by researching a topic that interests you in your own organization, or if you are not working in a particular company in an organization of a client or your peers potentially

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00:06:24.930 --> 00:06:33.219

Domna Lazidou: so that's what we are we are doing in in Module 4. So you start by identifying the topic you want to investigate.

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00:06:33.470 --> 00:06:46.249

Domna Lazidou: and then we walk you through. How to do that in a robust way. So in the across along the journey. You learn how to do research properly.

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00:06:46.620 --> 00:07:09.239

Domna Lazidou: and that is something that you will take with you, not just in the course of producing your final project, but also in your career after that. And of course I also see you in the first.st During the 1st module, when we do culture and leadership together.

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00:07:09.240 --> 00:07:09.980

Elina Virkkunen: Cool.

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00:07:10.340 --> 00:07:13.649

Domna Lazidou: So that's me I don't have. I covered everything I needed to cover.

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00:07:13.650 --> 00:07:16.030

Liz Cochrane: That was smashing. Thank you very much, Donna.

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00:07:16.260 --> 00:07:19.900

Liz Cochrane: and now I'm going to hand over briefly to Emily as well.

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00:07:20.420 --> 00:07:43.530

Emily Darling, IoIC: Hi, everyone! I'm Emily Darling, Professional development Manager at the Ioc. So for the masters, I manage the administration of the programme, and I'm the primary liaison with Solo University. I also support with the admissions process. So if any of you do go ahead and want to apply, I'll support you with that process, and then support you throughout your master's journey. So yeah, that's me.

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00:07:43.970 --> 00:07:57.370

Liz Cochrane: Excellent. Thank you. And we've got another couple of members of the team who? Can't be with us today who is A change specialist.

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00:07:57.750 --> 00:08:23.880

Liz Cochrane: and she well change and stakeholder management, and she again is a consultant and trainer, and she works with Ollie on assignments on modules 2 and 3 to give a really specialist insight on change and on topics like influence as well.

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00:08:25.010 --> 00:08:44.290

Liz Cochrane: And then Jenny Davenport, who, along with me, has been a long time member of the team. She's pulling back more now, but she continues to give support and help with things like assignment, writing, etc.

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00:08:44.290 --> 00:09:08.720

Liz Cochrane: And so if you join the program I'm sure you'll be coming across Jenny at some point as well, and her background is again long time communication consultant, and was managing director of people in business who were the Consultancy, who invented the whole concept of employer branding

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00:09:09.656 --> 00:09:16.049

Liz Cochrane: so that's the team. But, more importantly, our alumni and I'm going to go to David first.st

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00:09:17.990 --> 00:09:24.600

David Carr: Thanks, Liz. And Hello, everyone I'm David and I work in internal communications for transport for London.

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00:09:25.720 --> 00:09:26.690

David Carr: And

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00:09:27.300 --> 00:09:39.950

David Carr: one of the reasons I'm probably being asked to come along to this course is sorry to. This. Talk is because obviously completed the course over the year and over the year and a bit, and I'm a really big advocate for it. I thought it was.

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00:09:40.640 --> 00:09:55.989

David Carr: had a massive influence on me, not only at the end, but also throughout the course. So I can't speak highly enough of it. And yeah, if anyone's got any questions I'm happy to help. I've been in internal comms for well, over a decade.

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00:09:56.760 --> 00:10:07.610

David Carr: As I said, I'm with transport fund at the minute, dealing with some quite difficult audiences and quite big internal communication challenges. So yeah, maybe more on that, if anyone's got any questions. But that's me.

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00:10:07.610 --> 00:10:15.310

Liz Cochrane: Fantastic, and I'm sure they will do, David. I'm sure both you and De Villa will be very busy, and next de villa over to you.

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00:10:15.710 --> 00:10:32.590

Dovile Green: Hello, everyone! I'm Davila Green. I head up communication and engagement team at the University of Glasgow. I'm very closely aligned with estates, directorate, and our ongoing capital development program. And I work with quite from, you know, quite a

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00:10:32.590 --> 00:10:54.050

Dovile Green: operational focused colleagues which are which are textless for security. And you know, cleaning to architects and very much professional audiences. So the course was incredibly helpful to bring those 2 together. I have 2 members of staff that work in my team, and I am similar to David, soon to be the grad of this program.

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00:10:55.140 --> 00:11:00.390

Liz Cochrane: Fantastic, right? So that's our introductions done.

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00:11:01.560 --> 00:11:23.439

Liz Cochrane: and I think we will go straight on to finding out what it is you want to learn about, and what we found over the years is what works best for this is, if you start to pop your questions into the chat function, please.

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00:11:24.060 --> 00:11:29.780

Liz Cochrane: and then Ollie, who is our facilitator. Extraordinaire.

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00:11:30.190 --> 00:11:52.850

Liz Cochrane: will sort of theme those in astonishing speeds. It's the speed of light, and start to farm out questions to each of us, and by all means, you know. If you then have supplementary questions, do just speak up and and say so. But if to start with pop your questions in the chat.

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00:11:53.150 --> 00:11:59.060

Liz Cochrane: No question is too difficult. Well, it might be. But no, it's 2 questions.

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00:11:59.060 --> 00:11:59.680

Oli Howard: We'll find out.

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00:11:59.680 --> 00:12:05.039

Liz Cochrane: Boss, whether or not you can ask one that's too difficult for us to answer.

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00:12:06.840 --> 00:12:14.100

Oli Howard: Yeah, so absolutely anything. It'd be helpful to have more information on. Just pop in the chat right now, and we'll start filling those to members of the team.

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00:12:20.380 --> 00:12:21.970

Oli Howard: This is the bit where we need music.

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00:12:21.970 --> 00:12:24.630

Emily Darling, IoIC: Say we need some elevator music now.

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00:12:25.010 --> 00:12:27.100

Liz Cochrane: Yeah, waiting for the. It's.

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00:12:28.638 --> 00:12:44.671

Oli Howard: Right? So let's start with the 1st one, and I'll keep an eye on the others as people add them in. And this is one we get every single time, which is both around, which is around how much time commitment it represents in terms of the modules themselves and the assignments,

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00:12:44.980 --> 00:13:00.269

Oli Howard: and general impact on time. So let's start by going to David and De Villa, who've done this before, so they'll give you a real sense of what it's like in terms of how much time the masters does take up. David, let me start with you.

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00:13:02.350 --> 00:13:08.980

David Carr: Yeah, thanks for that. So if I just give you a bit of background for me I did say, I hope you can hear me my a little bit of a

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00:13:09.390 --> 00:13:19.172

David Carr: turn them on the the Wi-fi so my role, as I said, I work in transport for London, so it's quite a busy role, you know. Large audience,

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00:13:19.600 --> 00:13:28.000

David Carr: full time. And I've also got 2 small children as well. So that adds another element to I know a number of people who did the masters last year.

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00:13:28.310 --> 00:13:55.799

David Carr: when we did, had children as well, which adds another dimension, I'm sure all of you will be familiar with that who do have children. But you know also battling other things like, you know, family family issues and things like that. So I think what I would say is in terms of time commitments. It is a commitment. There's no point shying away from that, but I've found it quite manageable depending on. Once you get into the rhythm of it. We have workshops before each module, and that you get a clear stay from those as to what is expected from you. And then.

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00:13:55.850 --> 00:14:06.619

David Carr: obviously, you've got deadlines you need to meet. But I think for each speaking to the cohort, we actually had quite a tight cohort. We had a big Whatsapp group which it was absolutely amazing in terms of support and

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00:14:07.001 --> 00:14:14.030

David Carr: when people were feeling under pressure in terms of time. It was good just to find out where other people were. I found it

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00:14:14.380 --> 00:14:16.640

David Carr: easy to balance in terms of

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00:14:16.900 --> 00:14:20.029

David Carr: using some weekends, not all weekends. But

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00:14:20.130 --> 00:14:31.039

David Carr: I found that easier, just because obviously having a busy day job, and with the kids with school pickups and things like that. And when they're in the evenings. But it wasn't every weekend, and it certainly wasn't, you know.

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00:14:31.400 --> 00:14:34.750

David Carr: overwhelming in terms of time. Obviously, when you get close to Deadline

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00:14:35.373 --> 00:14:47.060

David Carr: the time commitments ramped up. But what I would say is that Ollie and Liz and Don Ma, and whoever is helping you through your individual sort of module.

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00:14:47.300 --> 00:14:53.989

David Carr: They're always on hand, and they'll get back to you quite quickly to help you with questions. So really, as long as you

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00:14:54.540 --> 00:15:01.519

David Carr: can carve out, I don't know. People say how many times you know. How much time a week would you need to do this? I would say

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00:15:02.390 --> 00:15:17.829

David Carr: you can't really answer that, because it'll depend on how quick you work and how how used, how much, how familiar you are with academic literature and reference, and things like that will depend on how much time it takes. But I would say for each module, I would say, you're looking at least

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00:15:18.540 --> 00:15:26.959

David Carr: a few weekends of your time, and you know, a few hours on a Saturday and a Sunday would suffice, obviously with reading throughout the week. But everyone's different.

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00:15:30.140 --> 00:15:31.009

David Carr: Sorry earlier, I think.

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00:15:31.010 --> 00:15:38.110

Oli Howard: Thank you, David. You're right. Yes, everyone is different. That is absolutely true. And and so develop. Say a bit about what it was like for you.

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00:15:38.240 --> 00:15:53.599

Dovile Green: Yeah, no, David, I agree with you. You know, it's definitely a commitment, but it's 1 where you sometimes start losing sense of how much time you're actually spending. There's a lot of interesting reading that you end up doing. And and then, you know.

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00:15:53.670 --> 00:16:11.629

Dovile Green: just a couple hours just disappear. So it's because it was for me the the studies and work. It were really intertwined. They were the the blurring of the boundaries happened where, you know, I was doing assignments that were very much

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00:16:11.630 --> 00:16:30.530

Dovile Green: connected to what I was doing at work. So it it felt like, a lot of study, time and work. Time became kind of intertwined, so I was trying to think about how much time I've spent, and I can't. I can't recall but it but it but you do. You do end up

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00:16:30.530 --> 00:16:47.140

Dovile Green: using a lot of your sort of free time, not not all free time, as David said, but a lot of your free time to look things up and explore deeper. But it really depends on what you, what you yourself want to get out of it. I really enjoyed

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00:16:47.140 --> 00:17:01.730

Dovile Green: particular elements of the studying and ended up in this rabbit hole of looking things up. So it just really depends on on that sort of basic level, you do dedicate a day a week. I think for myself.

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00:17:03.500 --> 00:17:04.930

Oli Howard: Maybe. Do you have something to add.

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00:17:06.270 --> 00:17:19.560

David Carr: Just to Lisa's point in terms of being done in your own time. I think development a great point there, in terms of the actual modules depend on what your job is in your internal communications team or the business you're working in. I actually

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00:17:20.380 --> 00:17:36.539

David Carr: was using the the work I was doing in the in the course actually in real life. So, for example, we had to launch a communications and strategy for a 5 Year Plan in London underground. Well, just so happened. The the module was on that. So actually, I was doing it

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00:17:36.930 --> 00:17:42.210

David Carr: actually as a as part of my role. And you'll find a lot of the modules. The stuff that you're doing will actually

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00:17:42.360 --> 00:17:57.740

David Carr: hopefully be of interest to your business area. And you can weave the modules in the work you do in the modules into actual work itself. So it's not always in your free time, depending on what your role is and what stage of your communications journey you're on. So yeah. So I'd at that point.

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00:17:58.070 --> 00:18:18.260

Oli Howard: Thanks thanks to Villa for your response as well. I think that those are both great breakdowns of the different ways it can fit in with your life, and how you can approach the work, Liz. It might be helpful at this point to say a little bit about the structure of the program in terms of how many days people have to commit to workshops, and what sort of range it can then be in in terms of the coursework.

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00:18:18.260 --> 00:18:29.429

Liz Cochrane: Okay? So in broad terms, there are 4 modules, and each module kicks off with a two-day workshop.

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00:18:29.760 --> 00:18:49.809

Liz Cochrane: And in that workshop, what we're doing is we kind of distill down right? What's the key stuff you really need to know to be, you know. Then, completing your assignments for that module, and obviously that will be useful for you in your in your lives.

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00:18:50.767 --> 00:18:54.352

Liz Cochrane: So there's those 2 days.

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00:18:55.820 --> 00:19:09.990

Liz Cochrane: in module one. There's actually an additional day for induction, and during induction we spend quite a bit of time talking about our expectations.

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00:19:10.230 --> 00:19:13.740

Liz Cochrane: giving you hints and tips on

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00:19:13.810 --> 00:19:41.999

Liz Cochrane: how to be studying as effectively as possible. So, for example, de Villa said that the temptation is, you start reading something, you think? Oh, this is fascinating. I really want to read all of this, and one of the things we'll keep saying to you is, be ruthless. Go in, look at something. Come straight out. You've got the rest of your life to read the rest of that book.

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00:19:43.370 --> 00:20:09.650

Liz Cochrane: so, and we'll give you all sorts of guidance that will be helpful there. So we've got so we've got in. As I said in Module one. We have induction, 2 day workshop, and there's a voluntary assignment writing workshop at the end of that week as well, which is voluntary, but every year people say you should make it compulsory. It's really good, and we give loads, more hints and tips to help

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00:20:09.790 --> 00:20:10.540

Liz Cochrane: that

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00:20:11.146 --> 00:20:20.319

Liz Cochrane: so that's the 1st one. The modules 2 and 3 are each again a 2 day workshop. To start with.

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00:20:21.120 --> 00:20:40.140

Liz Cochrane: All 3 of those modules also have a couple of short online sessions the following week. Those are generally with kind of guest speakers who are kind of thought leaders in the field.

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00:20:40.990 --> 00:20:44.089

Liz Cochrane: Then when we get to Module 4

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00:20:44.190 --> 00:20:52.019

Liz Cochrane: again, we well, with Module 4. Actually, we have a half day online workshop

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00:20:52.310 --> 00:21:00.639

Liz Cochrane: just at the very end of of July, and then a 2 day workshop in September.

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00:21:00.780 --> 00:21:08.009

Liz Cochrane: So that's the time you need to take out from, you know, sort of work time, office time,

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00:21:10.460 --> 00:21:17.452

Liz Cochrane: over and above that. Obviously, there are the assignments that you'll be writing.

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00:21:18.100 --> 00:21:29.879

Liz Cochrane: David's already alluded to the fact that and and de Villa that we designed the assignments so that you're applying them to your working lives.

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00:21:30.170 --> 00:21:58.919

Liz Cochrane: So the 1st one, for example, is about a bit of doing a kind of cultural assessment of the organization and the implications for internal communication. Then you're writing and critiquing a communication strategy. Then you're thinking about the key stakeholder that you really want to be influencing and thinking about how you're going to do that. Those are sort of the 3 major assignments, and then you get to choose a project.

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00:21:59.442 --> 00:22:02.979

Liz Cochrane: In module 4, all of your own.

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00:22:03.080 --> 00:22:12.580

Liz Cochrane: Now, there you've got, you know, sort of about 7 or 8 weeks to be researching and writing that

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00:22:13.225 --> 00:22:15.449

Liz Cochrane: we've given you the basics

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00:22:15.700 --> 00:22:26.160

Liz Cochrane: in the workshop. So you're reading round and building on that. And as David's already said, we're very much there to be supporting

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00:22:26.270 --> 00:22:29.290

Liz Cochrane: through that process as well.

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00:22:29.840 --> 00:22:45.370

Liz Cochrane: And I know David and Villa both sort of had a go at saying how long it takes. I know when I've because I've asked this question to students over many years now. And I'd say on average, and it does depend, people will say something like

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00:22:45.450 --> 00:22:56.049

Liz Cochrane: a day at the weekend, and maybe an evening or a couple of evenings during the week is kind of the average that that assignment writing process takes.

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00:22:56.050 --> 00:23:17.339

Liz Cochrane: There's 1 major assignment for each of the 1st 3 modules and one minor one, which they vary a bit, but they generally involve the Discussion Board, where you can all be talking to each other, sharing theory, commenting on theory, applying it to your organizations. And then there'll be a little assessment task that will come off the back

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00:23:17.530 --> 00:23:21.510

Liz Cochrane: of that as well. But again, I think that that gives you an

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00:23:21.730 --> 00:23:27.129

Liz Cochrane: feel for the timings. Does that help, or have I really confused things because they're.

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00:23:27.130 --> 00:23:41.499

Oli Howard: No, that was super helpful. That was a load of really useful information. But if anyone needs any more clarity on any of those things. Then just let us know. Either pop your hand up or put it in the chat, and we can cover it again. But yeah, essentially, that's the shape of the program.

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00:23:41.500 --> 00:23:58.459

Oli Howard: Now, there have been a couple of questions here around assessment types, and whether there are any group projects. It probably is a helpful point to cover off those as well, because they're related to what you just said, Liz, I'll say a bit about group projects first.st So as Liz just outlined. We have

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00:23:58.460 --> 00:24:18.689

Oli Howard: 3 assessments, and they're the smaller assessments that we run but 3 that run over the course of the program where you will participate in some discussion boards, which means you've got opportunities to develop your thinking together as a group, bounce off each other, share ideas and sources, and and learn as a group.

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00:24:18.690 --> 00:24:33.029

Oli Howard: They are individually assessed, though, so we don't have any assessments within the program where there's a group assessment. It's an opportunity for you to work together in order to tailor the submission that you will give us and be individually assessed on.

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00:24:33.030 --> 00:24:45.100

Oli Howard: Also, I would add to that that there's loads of opportunities in the workshops for you to work as a group, learn from each other, make connections with other students. It's 1 of the real strengths of the program, as David said already, we had a

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Oli Howard: we've had a few groups of students in recent years where they've just become very close to each other over the course of the program, and have continued learning from each other even after the masters is finished. So that's 1 of the real benefits of it, I think. And then there was a question around whether we have any exams alongside the kind of assignment writing challenges as well. So, Liz, do you want to just cover that one off.

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00:25:05.990 --> 00:25:15.409

Liz Cochrane: Okay, no, we don't do exams. Not the most helpful things in the world.

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00:25:15.410 --> 00:25:15.760

Liz Cochrane: He knows

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00:25:15.760 --> 00:25:45.240

Liz Cochrane: sort of levels of recall, etc. That's not really what it's about. They are very much assignments designed to get you to take the theory that you'll be learning and really apply it. And so, for example, looking at the communication strategy assignment which our current group of students have just finished

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00:25:45.390 --> 00:25:54.670

Liz Cochrane: there. What they've they've done is to actually put together a real life strategy.

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00:25:56.140 --> 00:25:58.849

Liz Cochrane: And sort of with.

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00:25:58.970 --> 00:26:15.410

Liz Cochrane: you know, taking account of some of the guidance that we've given them in the workshop or elements of that? That strategy. And then they are critiquing that to explain what? What's behind this.

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00:26:15.510 --> 00:26:35.949

Liz Cochrane: you know. Why have we done this? What's the psychology behind it. What are the other factors behind it that mean that we've looked at different options, different choices, and what we have decided to do. So it's really getting you to think through in depth the rationale

132

00:26:35.950 --> 00:26:51.319

Liz Cochrane: for doing something, having a really strong evidence base underneath it as well. We make sure that everything you say is really supported by sources, by evidence, etc.

133

00:26:51.798 --> 00:27:01.840

Liz Cochrane: And it's I would say, the other real benefit of it is, it's really honing those academic sorry, those analytical muscles.

134

00:27:02.220 --> 00:27:11.739

Liz Cochrane: because one of the things you know the reason that people do the masters is because they're either in strategic roles now, or they want to be moving into those strategic roles

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00:27:11.900 --> 00:27:32.290

Liz Cochrane: and the things that really makes you successful. I think when you get into those senior positions in organizations is a combination of having really good business acumen. But being able to think in a really analytical way, because senior managers respond

136

00:27:32.340 --> 00:27:44.843

Liz Cochrane: to that, you can be really adding value. Then, over and above the internal communication knowledge you have. So that's really what we're trying to do with those

137

00:27:45.390 --> 00:28:08.109

Liz Cochrane: those assignments, I would say, but, as I've said, we're on hand to help at every stage of that process, so don't let me put you off by making it sound frightening. We are pretty good at giving support, Donna. Do you want to talk a little bit about the management report and what people will be doing there?

138

00:28:08.730 --> 00:28:15.100

Domna Lazidou: Yes, actually. And there was also a question about that. So the final assignment which we call a management report.

139

00:28:15.360 --> 00:28:40.029

Domna Lazidou: where you do your own research project in your own organization or a client organization. This is a more substantial piece of research. So so we don't give you the question. You define your own question, your own topic. We help you through that. Each of you will have a tutor who helps you through your thinking

140

00:28:40.969 --> 00:28:45.640

Domna Lazidou: and you will have enough time. You have about 12 weeks or so

141

00:28:45.640 --> 00:29:12.049

Domna Lazidou: to do the whole project. So the question was, do we just get to define the project, or do we get to complete it? You do get to complete it. So you start from defining the topic, identifying the topic defining the research question and then going on to think about the methodology identify? Do the research design actually do the research.

142

00:29:12.050 --> 00:29:36.590

Domna Lazidou: you know, interviews whatever you decide to do, analyze your data and then write it up and present it. So that report is your original research, written up in a kind of what it's an academic piece of work, but it also has hybrid elements of a business management report.

143

00:29:37.160 --> 00:29:47.380

Domna Lazidou: So you'll have to show that you understand how to do academic research. But also it's very useful because it's about

144

00:29:47.500 --> 00:30:04.019

Domna Lazidou: you understanding a real topic, a real problem in your organization, and how to address it through communication in depth. Now, it's quite possible that if you're really ambitious, and what you want to do

145

00:30:04.120 --> 00:30:26.230

Domna Lazidou: is a big piece of work that doesn't fit within that time. Scale the advice we will give you, and the guidance we will give you is to focus it so that you can complete it within the time. And so you might decide that so effectively, you might end up doing part of what you want to do

146

00:30:26.230 --> 00:30:35.070

Domna Lazidou: in order to complete a good piece of work for your final report, and then build on that and continue to work on it

147

00:30:35.170 --> 00:30:56.490

Domna Lazidou: in your organization afterwards. So that will really depend on what you're interested in and what you want to do what your problem is that you're addressing, but you will definitely complete a piece of work that is of practical importance and an interest in the course of doing those 12 weeks.

148

00:30:57.460 --> 00:30:59.259

Oli Howard: Sorry go ahead.

149

00:30:59.260 --> 00:31:10.069

Liz Cochrane: Can I can. I just add to that? You reminded me, Don, the thing I didn't say about the 1st 3 main assignments is that all of them you

150

00:31:10.150 --> 00:31:22.779

Liz Cochrane: have a really kind of theory into practice focus. So by the end of it, you have some practical conclusions and recommendations that you can take

151

00:31:22.850 --> 00:31:46.229

Liz Cochrane: and apply in the organization because we're not interested in academic stuff for academics sake. It's ultimately it's all about, you know, sort of really focusing on enhancing your communication, practice and communication in your organizations. Sorry back over to you, Ollie.

152

00:31:46.590 --> 00:32:11.500

Oli Howard: Thanks, Liz. Yes, it is absolutely that. It's not even the end. We have students who've just gone through Module 2 talking to us about the way they've been able to apply the things that they conclusions they arrived at in their module. 2 assignments on strategy into things that are happening live in their organization. So, as David described it, can help you with the work you're doing right now, and that's efficient. So the more that the better. Emily, we're going to come to you for Finance

153

00:32:11.500 --> 00:32:22.819

Oli Howard: corner. So let's cover. How often do people tend to self finance versus being financed by the organization? Let's cover that 1 first.st Then we'll come on to the apprenticeships. Levy.

154

00:32:23.110 --> 00:32:52.459

Emily Darling, IoIC: Great. So it does depend on the cohorts. But I'd normally say it's around 60% are funded by that organization around 40% of self funding. But it really does vary per cohort because we run it once a year. If self funding we can offer interest, free, flexible payment plans, basically, if someone needs to self fund, we want to be able to support them, to do that. So we can offer set part payment plans or monthly payment plans to spread right across the course of the

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00:32:52.470 --> 00:33:08.290

Emily Darling, IoIC: program, and the fee does include everything you'll need. Aside from maybe buying. If you want to buy your own or additional texts, but you'd be a fully enrolled student with Stone University, have access to all their resources, their incredible library, that amazing librarian, who

156

00:33:08.550 --> 00:33:34.940

Emily Darling, IoIC: he always gets a gold star. He is incredible. So the fee for the course that is the fee. That's kind of the headline fee. If you are looking to get funding for your organization and want any support with the business case do come to us. But everything that the team have been mentioning today, I mean, it really is about that practical application and the value, not only for your own development, but for the development of the organization. We'd always really recommend that underpinning any business case you present

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00:33:35.140 --> 00:33:36.380

Emily Darling, IoIC: hopefully, that helps.

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00:33:36.380 --> 00:33:41.850

Oli Howard: Remind people of the cost, and clarify whether or not it can be levy funded as well. Please, Emily.

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00:33:41.850 --> 00:33:52.279

Emily Darling, IoIC: So it's 7,150 pounds plus vat for the program. And unfortunately it is not an apprenticeship degree, so it is not eligible for apprenticeship levy funding. I'm afraid.

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00:33:53.180 --> 00:34:18.150

Oli Howard: Emily, look, 2 things I'll add to that. Firstly, in terms of master's programs, you can go out there. Compare yourself. It's really good value versus most comparable master's programs in business management. We appreciate it's a massive outlay for individuals, but we do try and keep the price as competitive as we can. We work really hard on that. And, secondly, the support that Emily gives people in helping to secure organizational funding and work their way through the application process is

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00:34:18.150 --> 00:34:29.859

Oli Howard: amazing, and people send that every year. So any questions that you've got about that process of getting onto the program and funding yourself through it. Emily will help you with, and we'll give you some amazing support.

162

00:34:30.869 --> 00:34:41.989

Emily Darling, IoIC: And one other thing I should add, as master students, you also are eligible for free Iyc membership throughout your throughout the course. So you would be able to join as a member. So that's that's free for you. During the program.

163

00:34:42.429 --> 00:34:42.739

Liz Cochrane: Good.

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00:34:43.290 --> 00:34:54.640

Liz Cochrane: and I believe you get to become a student union member and get all sorts of discounts and benefits from that. But David will be able to answer those better than us, because we don't get that.

165

00:34:56.250 --> 00:35:06.779

Emily Darling, IoIC: You're fully, you'd be fully fledged. Students, you have a student. Id. You can go and get that funding. I think it's changed now from nus to something else. Again, David de Villa might know better than I. But yeah, you are fully fledged. Students.

166

00:35:07.440 --> 00:35:07.940

Emily Darling, IoIC: Okay.

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00:35:07.940 --> 00:35:10.760

Oli Howard: David, you look like you have something you want to say on being a student.

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00:35:11.039 --> 00:35:18.049

David Carr: Well, I don't. I don't. Yeah, I mean, what I will say is that student discounts on what they were back in the old days.

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00:35:19.510 --> 00:35:26.629

David Carr: Everyone. Yeah. So don't get too excited about that. But I might what I would say about and you maybe come to this. But

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00:35:27.200 --> 00:35:35.100

David Carr: quite a few of us in terms of cost, and things like that. Quite a few people in our cohort have been promoted as a result of doing the ma, so it's actually

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00:35:35.820 --> 00:35:38.669

David Carr: it is, you know, if you think about cost.

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00:35:39.170 --> 00:35:42.220

David Carr: Some people have already financially benefited from

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00:35:42.610 --> 00:35:48.690

David Carr: doing this course in terms of their own prospects and their own job promotions. I'm not saying that's a given, but and it's different for everyone, but

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00:35:48.970 --> 00:35:49.810

David Carr: it's worth considering.

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00:35:49.810 --> 00:36:15.539

Oli Howard: It happens very frequently. I saw one on Linkedin yesterday. So it's yeah. It's definitely something. And we have Vma, probably aware but what the biggest recruitment agency working on specialist internal communication practice. They come in and talk to students every year. They are. They're all very clear that they see this as something that really makes candidates stand out versus other people with comparable experience. So

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00:36:15.540 --> 00:36:31.650

Oli Howard: thank you, David, appreciate you, adding that, and while I have you, David. Somebody's asked about what other support other than the financial side you can get from your employer you asked for from your employer, so say a bit about how your employer supported you through your studies.

177

00:36:31.730 --> 00:36:44.496

David Carr: Yeah. So I think it's been. I think it's important to be upfront and clear with your organization. Once you get the details, Liz's outlined. I guess the the workshops in terms of that time. Commitment also the induction as well.

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00:36:45.533 --> 00:36:46.789

David Carr: That's I think it's.

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00:36:46.920 --> 00:36:51.730

David Carr: you know, being upfront, honest. But what I would say for me is, I ended up using less

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00:36:52.030 --> 00:37:05.229

David Carr: study days because some of the work was so intertwined with what I was doing in real life that actually, I didn't need to justify it as a study day. Because, for example, pulling together a communication strategy, that is.

181

00:37:05.430 --> 00:37:16.579

David Carr: that's what I'm doing in my role, anyway. So I found that I didn't actually use as many as I thought what would. But my organization did ask for a number of how many days per year I would need to do it.

182

00:37:16.690 --> 00:37:27.479

David Carr: I know the people have mentioned, so you'll leave jumping slightly to it, but some of the workshops some people have asked if they can do them have to do them in person, or they're online, you know. Obviously, you can answer. But a lot of people.

183

00:37:27.630 --> 00:37:33.930

David Carr: Most people were in person, but some people did join it online, but I actually personally found it

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00:37:34.030 --> 00:37:44.386

David Carr: so much more helpful to be there in person. Everyone's different. And obviously, that's a time commitment from your you know your organization that you'll need to get. So

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00:37:46.300 --> 00:37:47.730

David Carr: that's that's.

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00:37:47.730 --> 00:38:03.000

Oli Howard: David, we'll jump to that question and explore online versus in person attendance in a second, because you're right. So it's an interesting one. And there are different benefits for people. De villa, before we do that. Say a little bit about how it worked with your employer, and what support you got.

187

00:38:03.000 --> 00:38:23.310

Dovile Green: Yeah, of course. So I had incredibly supportive line manager who it really gave me the time off during the to attend the workshops. I'm based in Edinburgh. So it was quite a bit of travel time. So they really encouraged and supported that as well as getting some study leave days, and that was, I've

188

00:38:23.650 --> 00:38:47.229

Dovile Green: only use study leave days in for the management report, which was also something I've used work time for when conducting interviews with, for my for my research. So time is probably what is the best thing to ask from from employer in terms of support. And also I've built

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00:38:47.230 --> 00:39:10.760

Dovile Green: quite a bit of different types of relationships with an organization through doing the different assignments in particular, the assignment. I think it was 3 where it was about influence. So I've we had a new executive director join, and my assignment focused on relationship with them. So they gave me quite a bit of their time. And it continued this. This relationship continued through

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00:39:10.760 --> 00:39:13.159

Dovile Green: through, but once I finished.

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00:39:14.590 --> 00:39:36.710

Oli Howard: Thanks develop. Okay? So let's let's come on to that question of how, firstly, a few people have asked around international attendance. So the program is available to to you wherever you are in the world, Liz. Say a bit about where we've had people from and how the experience works for people joining outside the Uk.

192

00:39:36.710 --> 00:40:03.440

Liz Cochrane: Well, it's a real shame that we fixed the session for today. Because I actually was asked one of our alumni from last year who is based in Utah to join us in the session today, but she'd taken the day off to go orienteering with her son, so she's somewhere in the Californian hills at the moment, I think.

193

00:40:03.440 --> 00:40:08.450

Liz Cochrane: But yeah, we've had people from the States. We've had people from Canada.

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00:40:09.161 --> 00:40:25.519

Liz Cochrane: Uae. We've had people from there quite a few from different parts of particularly Northern Europe. I'm thinking. Finland, Netherlands, Germany, France.

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00:40:26.343 --> 00:40:29.360

Liz Cochrane: starting to run out of.

196

00:40:29.360 --> 00:40:31.010

Domna Lazidou: South Africa.

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00:40:31.370 --> 00:40:40.159

Liz Cochrane: South Africa. Yes, you're quite right, South Africa. So we have had a wide range of students from different countries.

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00:40:40.746 --> 00:41:09.680

Liz Cochrane: Depending on the time differences that can mean. If you want to join the sessions, live, and we do recommend that it can mean an early start. We've had our Canadian and us colleagues join with with matchsticks in their eyes, because it's something like 5 o'clock in the in the morning.

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00:41:09.680 --> 00:41:21.040

Liz Cochrane: But what we've what we've done since Covid is, we've made the sessions hybrid throughout.

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00:41:21.260 --> 00:41:38.449

Liz Cochrane: and so every session is always one where you can join virtually, if you wish to do so. As David said. The majority of people join face to face, but that does make it so much easier for people who are

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00:41:38.450 --> 00:42:06.960

Liz Cochrane: from other countries to be joining, and some people will join online for the entire thing. Others will maybe come over for one workshop. We also record every session. So if you're either too sleep, deprived to remember everything that happened, or you don't make it for the very start of a session. Then you would always have the opportunity to catch up.

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00:42:07.190 --> 00:42:21.790

Liz Cochrane: And I mentioned that for each workshop we have some brief yeah, each session online sessions that are maybe an hour and a half or a couple of hours each. The week after

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00:42:21.990 --> 00:42:30.280

Liz Cochrane: the main workshop. Obviously there's nothing to preclude anyone joining that from anywhere in the world.

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00:42:30.720 --> 00:42:35.530

Liz Cochrane: The other thing I'd say is, we have.

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00:42:35.660 --> 00:42:45.499

Liz Cochrane: We work as hard as we can to make sure that if you're joining online, you really feel you're part of the experience.

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00:42:45.660 --> 00:43:13.800

Liz Cochrane: because I think we've all had experience of joining things online where most people are face to face. And you feel like you're just the the person that's looking into the room rather than feeling part of it. But we really work hard to make sure that we're when we're discussing things in plenary. We're asking questions to the room. And we're asking questions to our online colleagues. We have lots of

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00:43:13.830 --> 00:43:33.540

Liz Cochrane: discussion groups where we'll have our face-to-face people in, you know, groups in the room. But we'll have our online students again in a discussion group of their own and feeding back from that. So you know, people can really feel that they're part of

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00:43:33.670 --> 00:43:35.840

Liz Cochrane: the experience

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00:43:36.030 --> 00:43:58.259

Liz Cochrane: overall. And, Ollie, because you you're our. You're you're our tech, Guru. You always sort us out whenever there are any any glitches, anything, anything that you would add add in terms of our sort, of our blended sort of hybrid blended learning, approach generally.

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00:43:58.260 --> 00:44:26.769

Oli Howard: Well, Liz, I'm glad you asked. I would say that we have learned a lot over the last few years since since Covid, when we were kind of forced into this. We have been through a lot of the teething troubles that we've had with how we use technology to make the sessions work. And I think now, based on the feedback that we're getting. The experience for people who do dial in for the sessions is really positive one. So I think if you dial in.

211

00:44:26.770 --> 00:44:37.950

Oli Howard: you'll get all of the learning you'll get to participate in the workshops. You'll get to know other students. All of those things will still happen for you if you're able to come along as David described, for the workshops.

212

00:44:37.950 --> 00:45:00.740

Oli Howard: whether that's flying over for one or 2 of them, or whether that's being able to travel from within the Uk, then you just get that. You get that additional human connection. That's much easier when you're all in the same room, which adds a bit of the experience for people, but it's additive rather than it being a bad experience that turns into a good one. It's all good. It's that little bit better if you can make it in for the workshops.

213

00:45:00.780 --> 00:45:02.840

Oli Howard: David, something you want to add on that.

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00:45:03.570 --> 00:45:06.600

David Carr: Yeah, I was gonna say, and just away from slightly from

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00:45:06.860 --> 00:45:14.339

David Carr: what you're offering in terms of the cause, the Whatsapp groups that we as a cohort you get together. Actually, the international

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00:45:14.460 --> 00:45:16.690

David Carr: people all become one sort of

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00:45:16.990 --> 00:45:44.489

David Carr: I'm not going to use the word family sound like fast and furious but they'll become like a really tightly knit group. And obviously with, you know Whatsapp being the way it is with different groups and stuff like that. So we're all very close on our cohort. And it was people, as you said, from Utah and Finland and Netherlands, and other parts of the world. So it's that you can't underestimate that as well in terms of not only connections with fellow IC professionals, but also support each other through the group, through the course and making that everyone feel welcome.

218

00:45:45.000 --> 00:45:55.590

Oli Howard: Lovely. Thank you, David, appreciate that. And yeah, again, one of the really strong elements and program is how close you get to the other students learning alongside you and in those jobs doing.

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00:45:55.590 --> 00:46:20.239

Oli Howard: and are faced with similar challenges to you. So you get that as well wherever you are in the world. I'm going to come to questions about eligibility, criteria, and application process. In a minute I'll come back to you for those, Liz. But before I do, domino. We've had a follow up question on the management report, which is to do with whether that has to be on your own organization? Or are there other ways you can

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00:46:20.240 --> 00:46:22.369

Oli Howard: approach choosing your research topic.

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00:46:23.020 --> 00:46:39.999

Domna Lazidou: It doesn't have to be on your own organization. There will be people who are not currently working, for example, or there will be people whose job is, you know, being a consultant. So they don't have. They have a very small organization, and they want to apply something to a bigger company. So

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00:46:40.490 --> 00:46:56.639

Domna Lazidou: it does. It's not necessary, however, if you are working in an organization big enough for you to investigate meaningfully, we would strongly recommend that you do your research in your own organization.

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00:46:56.890 --> 00:47:21.360

Domna Lazidou: So if you can't, there are other options. You can use a client organization. Obviously with their agreement. You could work with your peers one of your peers could have could give you access to their organizations. You could even work with a group of peers online, for example, on Linkedin, depending on your topic.

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00:47:21.750 --> 00:47:32.730

Domna Lazidou: If you do work within an organization, and you don't want to do your research there, I would say you're probably making your life too difficult

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00:47:32.760 --> 00:48:01.859

Domna Lazidou: for yourself, because you know it will be knowing. Your organization gives you a starting, you know, a good start to your project. You have people, you know, who will help you, who will facilitate access to the people you need to interview. You will already have done in previous assignments some research that you can utilize as part of your original business case. You know your original argument

226

00:48:01.860 --> 00:48:17.160

Domna Lazidou: for the research, so you wouldn't want to throw it away. So, not knowing exactly where the question is coming from, I'm not sure whether I'm answering it completely or not, so please come back. Who was it who asked the question.

227

00:48:17.160 --> 00:48:18.290

Oli Howard: Shannon, George.

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00:48:19.170 --> 00:48:22.150

Domna Lazidou: What was in your mind when you asked it?

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00:48:22.400 --> 00:48:24.090

Domna Lazidou: And have I answered it.

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00:48:24.620 --> 00:48:44.609

Shannon-George McKee: Ye? Yeah, so have you. I think you have answered it. Just thinking in in terms of organizations. Mine may not be the best one to kind of research in terms of culture in terms of, you know, interviews and that kind of thing. So and just kind of explore all different

231

00:48:44.610 --> 00:48:59.819

Shannon-George McKee: possibilities for for that management report. Say, okay, maybe my organization is not the best to be doing that on. Is there? Are there other ways to do that. And if if.

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00:48:59.830 --> 00:49:04.550

Shannon-George McKee: if if so, great, if not, just need to think about kinda how that would work out, you know.

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00:49:05.120 --> 00:49:11.909

Domna Lazidou: Yes, so there are other options. You'll have that conversation with your supervisor early on

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00:49:12.190 --> 00:49:23.240

Domna Lazidou: it depends why you're saying my organization is not the best, I think. What's what's on your mind? Is it because you feel they will be generally reluctant to give you access.

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00:49:24.330 --> 00:49:31.729

Shannon-George McKee: Yeah, it's kind of culture. Yeah, co culture, and maybe reluctance to give information access. Yeah, yeah.

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00:49:31.730 --> 00:49:40.349

Domna Lazidou: So, yes, so depending again. So we'll have to think about what your options are there. But there will be other options. Yeah.

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00:49:40.790 --> 00:49:42.000

Shannon-George McKee: Okay, that's good to know.

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00:49:42.000 --> 00:50:11.639

Liz Cochrane: What some students have done is they've actually taken a topic and they've looked at. They've they've interviewed a range of other internal communication managers to that their approach on to that particular element of internal comms. I'm just thinking, Ollie. I know you had someone a couple of years ago that did that, and I can't remember what the topic area was, but I know it was an interesting, interesting assignment that he.

239

00:50:11.640 --> 00:50:31.150

Oli Howard: Yeah. They looked at supporting line managers, I think. Yeah, but but yes, absolutely. That's there's always a way. So one of the nice things about the management report in particular is that you'll be supported by one of the course team members individually through that process through thinking about the topic.

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00:50:31.463 --> 00:50:43.370

Oli Howard: Framing your research questions, deciding how you're going to approach your research and then reviewing draft. So you'll have someone on hand who you can bounce all of these questions off, and there will be answers for sure.

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00:50:43.510 --> 00:51:02.000

Oli Howard: Okay, let me move to a couple of the questions that have just come in. Then we'll come back to those questions around applications and eligibility in person. Workshops in Southampton. They're not in general. They're in London, so we run them in Central London to make travel easier for people in general that works out a lot better for most people.

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00:51:02.000 --> 00:51:18.949

Oli Howard: You'll go to Southampton, certainly, for the induction day. So once, at the very beginning of the program that's in November, and then you'll have the option to go down for graduation at the end as well, so they tend to be the 2 times we see students in Southampton, but the rest of the time it's in London, or or remotely

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00:51:19.585 --> 00:51:26.080

Oli Howard: and dates of workshops. Are they available somewhere online? Now, Emily, we do. Yeah, they are.

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00:51:26.230 --> 00:51:37.129

Emily Darling, IoIC: Yeah, they're on the website. But also, what I'll do is after this. When I send around the notifications of recording, I'll include the link there for you. So the workshop dates are there are available.

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00:51:37.130 --> 00:52:03.769

Oli Howard: Lovely, so you can work out whether or not it fits in with your schedule 12 to 18 months from now, if it's helpful to do so. I know my diary is starting to get that way. So let's come back to what I think are the last outstanding questions. But I will throw open to everyone at the end to just check. So, firstly, what's the application process for those without an undergraduate degree? Liz, talk through that.

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00:52:04.380 --> 00:52:19.609

Liz Cochrane: Okay? So it's absolutely no inhibitor, if you don't have a degree. And in fact, one of the things that I find really interesting is

247

00:52:19.890 --> 00:52:26.099

Liz Cochrane: very often it's the people who haven't got a degree that will end up actually doing the best

248

00:52:26.270 --> 00:52:35.200

Liz Cochrane: on the masters overall. And there's all sorts of hypotheses I could have around that. But I

249

00:52:35.310 --> 00:52:54.500

Liz Cochrane: we put a lot of emphasis on supporting everybody, but in particular, if you are, if you don't have an undergraduate degree. When you apply, like everybody else, what you'll need to do is to send in some various different examples of types of work that you've done

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00:52:54.540 --> 00:53:08.239

Liz Cochrane: an application form. I'll interview you off the back of that application form, and then I'll actually set you a sample assignment to do.

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00:53:08.700 --> 00:53:09.500

Liz Cochrane: And

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00:53:09.560 --> 00:53:26.069

Liz Cochrane: I think it's such a brilliant opportunity. I use it as a coaching opportunity, so I'll go through it with you. Send it over, send you some materials that you can use to be, you know, sort of doing your research around.

253

00:53:26.120 --> 00:53:52.789

Liz Cochrane: And then I just keep sort of coaching, and we'll come. Go to and fro, and you'll have a go at a section. Send it to me. I'll give you some feedback. Send it back to you, and we just keep going until you're at past level. Which means that by the time you actually start, you've really kind of tuned into what the expectations are for the program. And actually, I think

254

00:53:53.010 --> 00:54:22.219

Liz Cochrane: one of the advantages is because every program is a tiny bit to you know, every program's a tiny bit different in what it expects. You'll be really tuned into exactly what we're expecting, whereas everybody else will be catching up as a in a combination of induction day and the assignment writing day. So that's basically the process that you would go through.

255

00:54:22.220 --> 00:54:32.430

Oli Howard: Gary says he's never been so pleased to not have a degree, so that I actually did this. So I did the course that used that turned into the masters

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00:54:32.430 --> 00:54:55.900

Oli Howard: I did 15 years ago, a post-grad diploma in internal communication management, which is when Liz and I met actually, and that was the 1st thing I had to do, because I didn't have an undergraduate degree. The process of going through it was so helpful in helping me to understand what to expect from the rest of the program. So I think it can be a real advantage, actually a really useful exercise, to go through.

257

00:54:56.330 --> 00:55:00.249

Oli Howard: Thanks for attending Shannon. George really appreciate that.

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00:55:00.380 --> 00:55:15.960

Oli Howard: Okay? So last one then is. And after that I'm going to come to David and develop. I'm going to ask them for the biggest thing that they've got out of it. So I'm giving you a kind of couple of minutes warning David and de Villa. That's what I'm going to ask

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00:55:16.390 --> 00:55:25.339

Oli Howard: Liz in terms of the level of experience and the type of experience people should have for the course to be right for them outline that a little bit.

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00:55:25.600 --> 00:55:48.989

Liz Cochrane: Okay? So the program sort of aligns with levels 3 and 4 in the profession map. If you're familiar with the Ioic profession map which is available on the Ioic website and is thoroughly recommended to all. So it's really looking at

261

00:55:49.519 --> 00:56:07.960

Liz Cochrane: communication from a strategic perspective. And so we do expect you to have, you know, a decent level of experience before you join the program. And that's what the whole the whole kind of application process is designed to test.

262

00:56:08.270 --> 00:56:22.269

Liz Cochrane: So you would either be working at a strategic level right now and looking to kind of underpin what you're doing. And just, you know. Get some fresh ideas on what you're doing as well, or you're

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00:56:22.550 --> 00:56:29.819

Liz Cochrane: experienced at kind of managing communication generally. And you really want to take that step up

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00:56:30.140 --> 00:56:34.929

Liz Cochrane: to get into that to get up to that strategic

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00:56:35.090 --> 00:56:43.149

Liz Cochrane: level. And you, you know, you're ready to be be doing that. So that's really where it is. So if you.

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00:56:43.270 --> 00:56:48.879

Liz Cochrane: if you're if your focus is on, for example.

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00:56:49.030 --> 00:56:57.780

Liz Cochrane: learning, you know, around managing different channels to be.

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00:56:57.960 --> 00:57:10.290

Liz Cochrane: you know, the the highest degree. That's that would be. That wouldn't be the master's. That would be more the probably the advanced diploma.

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00:57:10.916 --> 00:57:34.189

Liz Cochrane: But it's when you want to be in that senior advisory role. And you're there already, or you're looking to get up there. Does everyone think that's a fair assessment of where people would be? Do Villa and David was, that does that ring true for for you from your experiences?

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00:57:35.800 --> 00:57:37.970

Liz Cochrane: Yeah, and nods to that right? But

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00:57:37.970 --> 00:57:51.990

Liz Cochrane: everyone nodding. I think you answered that question, Liz great. So I want to come to David and De Villa and ask, What's the biggest thing you got out of the masters? Why would you recommend it to other prospective students. De villa, let me come to you on that 1 1.st

272

00:57:51.990 --> 00:58:01.489

Dovile Green: Yeah, absolutely. So it's hard to answer, sort of 1 1 way, because it really impacted multiple levels of my

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00:58:01.490 --> 00:58:26.449

Dovile Green: personal and professional work, but I think really, when I reflect back, is it made my work a lot more meaningful. My advice is much more grounded in research, and I know where to find it much better, and my critical thinking really improved, so has my confidence in speaking up and really using the knowledge

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00:58:26.450 --> 00:58:37.080

Dovile Green: I gained in the course to influence the conversations that I'm having at work. And another big highlight is that expanded network a lot of

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00:58:37.080 --> 00:59:00.660

Dovile Green: I, the way I see internal communication roles is quite a lonely profession, like, you know. Personally, I have colleagues that report to me, but there isn't anyone at my level within the people that I work with that specifically focuses on IC. So having this huge network now of of colleagues that I can go to and and speak

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00:59:00.690 --> 00:59:27.940

Dovile Green: about challenges that we're facing has been absolutely invaluable, and we supported David mentioned this. We supported each other both, you know, through studies, but then also, you know, personally shared and became friends, for I think life so both the academic side was incredibly useful. I grew as a person. How confident I am in what I'm doing. And then you just expand your network.

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00:59:28.236 --> 00:59:28.830

Cristina Montes: So no!

278

00:59:28.830 --> 00:59:29.635

Dovile Green: Answer.

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00:59:31.570 --> 00:59:45.380

Oli Howard: That's great. Thanks, no, that's wonderful. And I think all of those things we just hear time and again from students. So it's great. It's great to hear them, though, David, add to that, if you can.

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00:59:45.660 --> 01:00:13.060

David Carr: Yeah, I mean, I'd echo a lot of those points, I think just a good example of, I guess in a bit to the early point that Liz was talking around. I went to the induction in Southampton, and I was expecting to have a few sandwiches meet. A few people have a nice little day, and on the train home I was absolutely shattered, and it was because of my brain was working in a completely different way than it had been for the decades that I've been doing this job, and I think many people on this call are probably.

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01:00:13.110 --> 01:00:29.099

David Carr: you know, you've been in internal coms for a long time you end up. Your brain adjusts to that work. You kind of know what you're talking about. You know what stakeholders want and what you want as a business your business wants from you, but I think this just takes it to such another level and that induction. I only say that because

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01:00:29.180 --> 01:00:45.980

David Carr: my brain was tired at the end of each module. You know each workshop. I was actually shattered. And I thought, Why am I so tired? Because I would do more in a day's work than I feel like I'm doing here. But you're not because your brain's working in a completely different way. So I think that's just a good way of explaining it. And I think from each module

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01:00:46.729 --> 01:01:01.999

David Carr: when I'm sitting in with directors and managing directors, I'm talking to them in a in a completely, not completely different way, but certainly in different way, that I would have been previously, because I'm articulate, and arguments that, you know, based on research. And

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01:01:02.050 --> 01:01:23.959

David Carr: it's just looking at things in a different way. And you and as an internal com communication professional, everyone in your organization will have their own thoughts on you and internal Comms. They maybe don't like internal comms. They don't respect internal comms, or maybe they love internal comms. Everyone has different stakeholders that have different opinions on us as a as a profession, but certainly each module just gives you those tools to speak at such a

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01:01:24.600 --> 01:01:33.569

David Carr: an informed way, and and and you get more respect as a as a result, and your confidence builds, and you can sit in with leaders and talk in a way that actually.

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01:01:33.910 --> 01:01:44.839

David Carr: you know you, you're talking things that they may not even realize. And you're actually adding value, which I think for me is the biggest thing, adding that extra layer of value that you you wouldn't be able to if you weren't

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01:01:44.970 --> 01:01:45.540

David Carr: really

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01:01:45.540 --> 01:01:53.850

David Carr: diving into internal comms. Theming application like you do on this course. So for me, that's you know, as a professional, it's certainly.

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01:01:54.110 --> 01:01:59.619

David Carr: you know. Bump me up to another level and I couldn't speak more highly of it.

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01:02:00.600 --> 01:02:23.980

Oli Howard: Thank you, David, really appreciate that. That's what we love doing. We appreciate the critical role that internal communicators play in organizations that hugely challenging role that it can be at times, and the thankless tasks that you get given. We want to put you in a position where you're able to elevate your work, really contribute to organizational impact and be recognized and rewarded for doing so. That's why we run the program.

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01:02:24.457 --> 01:02:35.769

Oli Howard: Before we finish off. Does anyone have any final questions, the last opportunity to ask us anything else you would like to know from us. Just pop your hand up or unmute we'd we'd love to hear anything else we can help with.

292

01:02:37.760 --> 01:02:39.429

Tany Encinas: Hey? Can anybody hear me?

293

01:02:39.620 --> 01:02:41.639

Oli Howard: Hi, Tanya! Yes, we can hear you.

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01:02:41.640 --> 01:02:48.200

Tany Encinas: Thank you. So this has been really informative, really good information. So really appreciate everything, guys.

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01:02:48.410 --> 01:03:00.320

Tany Encinas: And I was wondering all this really good material that we learned today? Is it going to be available kind of like the stuff that you guys could put like on like a document like a lot of this good

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01:03:00.630 --> 01:03:02.699

Tany Encinas: information you've relayed to us today.

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01:03:03.440 --> 01:03:06.460

Oli Howard: Emily, where is all the stuff people need?

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01:03:06.860 --> 01:03:17.269

Emily Darling, IoIC: You'll have this recording. So this will be your go to everything we've covered. We'll set once this is processed. I'll send a notification to everyone. You'll have this recording. So I just recommend coming back to this.

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01:03:17.340 --> 01:03:18.090

Emily Darling, IoIC: He'll also have to

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01:03:18.090 --> 01:03:34.740

Emily Darling, IoIC: course schedule. So you can check those dates. Obviously put all the information on the website, and that includes a breakdown of the course curriculum, the course team, lots of things we've covered. But if anything, you're not sure on you have any questions. Just come directly back to myself, and I can help and answer those so

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01:03:34.740 --> 01:03:59.930

Emily Darling, IoIC: hopefully. You'll get most things you need. But anything specific or or you know that you need come to me. And I also know Liz loves having chats, informal chats with prospective students. If you're thinking about. You're not sure you're not sure if you're eligible, or you just you don't know about the curriculum. Just come to me and I will organise chat with you and Liz, and she she loves it. I'm not just saying that. So so yes, you have that opportunity as well.

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01:04:00.100 --> 01:04:01.080

Liz Cochrane: Great thanks, Emily.

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01:04:02.120 --> 01:04:08.290

Liz Cochrane: absolutely. You took the words out right out of my mouth, Emily. That was exactly what I was going to say next.

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01:04:09.665 --> 01:04:13.490

Oli Howard: Any final ones. I'll give it another few seconds.

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01:04:13.893 --> 01:04:15.909

Gary Gibson: Thank you, Ollie, and thanks.

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01:04:15.910 --> 01:04:16.969

Gary Gibson: Okay, list.

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01:04:16.970 --> 01:04:45.589

Gary Gibson: Emily Deville and David. Thank you all for your contributions and exciting me even more. I didn't think it was possible to get more excited at this stage of my career, but I happen to be riding along on the crest of a wave, and this course has come up at the exact right time to carry me along that wave. And actually my question has been answered by the previous questioner, Tanny. Thank you, because I will come to you, Emily, about

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01:04:45.740 --> 01:04:49.979

Gary Gibson: funding. I'm going to make an application to my business to pay for the course.

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01:04:50.190 --> 01:05:19.790

Gary Gibson: I have a strong business case that I know I will make, and I've lined up the finance director who is on board, so I'm pretty confident that we can get there. And, Liz, I'll come to you as well, because I will need to get through one of those assessments. But also I'm very confident that I have the right examples to evidence in a strong way, and if not, I'm sure you're going to help me get there, so I'll come to you both earlier rather than later. But I just wanted to say Thank you all, and look forward to catching up with you again.

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01:05:20.280 --> 01:05:21.749

Domna Lazidou: Thanks, Carrie. You too.

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01:05:21.750 --> 01:05:32.379

Oli Howard: To our ears. Gary, it really is. Thank you. Good. Well, if that's everything, then I think we'll let you all go. At this point. Liz, closing thoughts for people. Please.

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01:05:32.980 --> 01:05:33.640

Liz Cochrane: Whoa.

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01:05:33.750 --> 01:05:38.969

Liz Cochrane: goodness me, you should have given me notice of that like like you did with de villa. And David.

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01:05:40.150 --> 01:05:43.580

Liz Cochrane: yeah, do think about it. It's

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01:05:44.160 --> 01:05:55.669

Liz Cochrane: we. Yeah, you probably picked up. We're really passionate about it. We're passionate about internal communication. And we're passionate about passionate about this program.

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01:05:56.080 --> 01:06:00.650

Liz Cochrane: The other thing I'd say is, we're constantly learning.

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01:06:00.920 --> 01:06:05.190

Liz Cochrane: We're constantly learning as a course team on this program.

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01:06:05.360 --> 01:06:16.329

Liz Cochrane: And a lot of that is, obviously we're constantly reading and stuff. But we're constantly learning from our students because we spend so much time. We consult people almost to death

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01:06:16.330 --> 01:06:41.570

Liz Cochrane: about how the the the programs meeting their needs. You know whether the topics are, etc, are absolutely what you need to have. We work really closely with Ioic on that as well to make sure that we're really kind of hitting the spot as far as all the key things that are coming up.

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01:06:41.730 --> 01:06:42.520

Liz Cochrane: I think

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01:06:43.170 --> 01:06:55.419

Liz Cochrane: the thing I get from students more than anything else is. Oh, wow! It's just so great to be part of a community that cares so passionately about this

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01:06:55.790 --> 01:07:08.650

Liz Cochrane: and that really wants to be, each of us individually pushing ourselves to be the best internal communication professionals we can be because we're forging the way.

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01:07:09.200 --> 01:07:27.730

Liz Cochrane: You know, we're still a baby profession, really. And you know, with every cohort of alumni that go out into the world. So it's all really building the standards for this profession that just makes such a difference to organizations and to people that work in it.

324

01:07:27.910 --> 01:07:32.560

Liz Cochrane: So I think I'm the luckiest person in the world really working on this.

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01:07:32.870 --> 01:07:45.829

Oli Howard: We all are, Liz. We all are Amen to that. Thank you so much. Everyone really appreciate your time this afternoon. We really hope to see some of you when we get around to Induction Day and do contact Emily with any of those final questions you have. Thank you.

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01:07:46.030 --> 01:07:46.969

Emily Darling, IoIC: Thank you. Everyone.

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01:07:46.970 --> 01:07:47.630

Liz Cochrane: Thank you.

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01:07:47.630 --> 01:07:48.010

Domna Lazidou: Exactly.

329

01:07:48.010 --> 01:07:48.980

Tany Encinas: Everyone.