

Talking to Yourself!

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Get your people inside through internal communications

Developed and delivered by Janette Young media and communications

"If we are to succeed we must communicate." – Bob Johnson

Duration:

Three-hour workshop.

Format / program structure:

Highly interactive, with templates provided to participants on which to work and take away.

Program Overview:

Do you need to engage your employees, contractors or volunteers in efficient, effective and consistently successful ways? Are you failing to get your organisational voice heard, let alone understood? This workshop will provide you with the internal communications tools that will enable you to inform, engage and empower your people and get them working for you.

It utilises realistic scenarios and presentations that will enhance understanding of your people, and how to build their loyalty and support in a way that will build your business and its reputation.

This workshop targets key audiences including:

- Long-standing employees;
- New employees;
- Contractors and casuals;
- Volunteers;
- Families of employees, contractors, casuals and volunteers.

About the presenter:

Janette Young has more than 30 years' experience in strategic communications and media, and has created a suite of tools and templates that can be tailored for any organisation. Having entered Internal Communications at its inception, and continued through into the social media age, Janette is experienced in teaching organisations how to utilise the tools at their disposal.

The aim is to get the most "bang for your buck" from existing channels while identifying other opportunities.

Janette is a Health Safety Environment (HSE) behavioural practitioner, qualified trainer and a member of the National Speakers Association of Australia.

Topics covered	
Building business planning into communications.	Developing an Internal Communications Strategy.
Identifying your audiences.	Social media and your organisation.
What's In It For Me? The art of pushing buttons.	Law and internal communications.
Tools, tricks and templates.	Measuring your successes.

Who should attend:

Frontline or senior managers in a Corporate or Government organisation who want better results from their people; Managers who deal with Employee Relations matters; Change Managers seeking Employer of Choice status; small or medium businesses wanting to improve staff performance and build ambassadors; community groups seeking to raise their volunteer base or community profile.