

If your internal customers aren't engaging with you  
and your team at the right time, about the right things  
- this is for you!



## Mastering the art of communicating with internal customers - a workshop for HR teams

- Are you being heard by the rest of your organisation?
- Are you being engaged in the right way, for the right things?
- Are you anywhere near becoming a 'trusted partner'?

Often conflicted by dual compliance and service roles, perceived as a cost centre, and accused of speaking another language, today's HR teams often struggle to gain acceptance as the business' trusted partner.

Inherently, this comes down to an unclear value proposition and poor stakeholder engagement and communication. And yet effective communication isn't just the domain of the communications team; it simply comes down to understanding your audiences and taking the time to analyse, plan and coordinate how you communicate, using simple yet effective tools and techniques.

### The workshop that equips you to engage effectively . . .

This half-day workshop is designed to provide human resources teams with a proven and practical framework and tools, enabling you to start planning and delivering improved engagement and communication with your stakeholders – and the bottom line: improve your perceived and real productivity.

### You will learn about . . .

- Common communications challenges within organisations
- The customer's voice - understanding how we're perceived and how that impacts our operational effectiveness (Optional—with survey)
- Why a clear value proposition is critical, and how to develop one
- How to segment and manage stakeholders for optimal success
- A practical six-step approach to communications planning
- Techniques for developing and disseminating the right messages
- How to determine the right channels for communicating
- How to effectively 'brand' your HR services
- How to coordinate and synchronise your strategic and operational communications
- Tips for measuring progress and fine-tuning your activities
- Best practice techniques, templates and tools to apply

### Your Investment - \$2,495 (+GST) for up to 10 participants to attend this workshop

We can either run this workshop on your own premises or at an external venue of your choosing and at your cost.

For more information - please call Paul on 0800 14 69 28 or email [paul@workingwords.co.nz](mailto:paul@workingwords.co.nz)

### Facilitator: Paul Rayner



A change management and communications specialist, Paul is one of a few people practising in this field with a first-hand understanding of the human resources world. His 20+ years of management and consulting experience include time designing, establishing and running a range of corporate-centre services.

The only practising communicator with MHRINZ accreditation, Paul's HR background includes time as Head of HR Services for BNZ and GM Organisational Development for @Work Insurance. Paul has spent the last seven years providing internal communications consulting to a range of corporate services within the public and private sector including: IT, Human Resources, Risk, Finance, Audit, Procurement, and other specialist units.

His eclectic background and experience give Paul an edge in providing pragmatic advice and solutions that work. A past Membership Chair of the IABC, Paul is a regular presenter and trainer on both sides of the Tasman, in the areas of shared services engagement, internal communications and change management.

