

## What's in it for my organisation?

Creating a 'Stretch Experience' for our internal communications will help us to develop a network of like minded people who will be able to drive our strategy forward.

This can be achieved by developing our key people to translate and simplify complex communication into key messages.

### **The Stretch Experience is a valuable resource for:**

**Sustaining** the consistency of our global change programmes.

**Challenging** the environment often used for global / local team sessions.

**Accelerating** the pace of buy-in from the people who matter most – our people!

**Embedding** some of the small principles of engagement that create a BIG DIFFERENCE in how we communicate internally.



## What's in it for our people?

Creating a 'Stretch Experience' for people in our organisation, can help them to develop their ability to:

**Demonstrate** a true difference in how they communicate with an emphasis on – 'people first' and 'content second'

**Engage** themselves through a raised level of awareness that helps promote their career development.

**Be more visible**, approachable and create a higher profile within the organisation.

**Have a management skill** that is recognised to be engaging, purposeful and relevant to their people.

## Enhanced language skills will enable them to:

**craft engaging, verbal and written messages for any topic area**

**coach and mentor others to improve their skills to engage others**

**cascade key messages throughout our department on a local and global level.**