

# The Fasttrack programme

Slow down to be better

# The Programme Framework



## Getting to know yourself

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

### IC Strategy

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

### The Big Picture

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

### IC Planning

Planning methodology  
Sequencing and timing  
Tactics and execution  
Crisis communications

### Crafting Content

How to write (for impact / audience)  
Curation and creation  
The art of storytelling (when to use it)  
The role of design

### channels and tools

Creating a channel framework  
Getting the tools to do the job  
Creating your Toolkit

### employee experience

What is employee experience?  
Connecting ERGs, I&Ds, onboarding,  
sustainability, wellbeing  
Identifying internal 'moments of truth'

### Leadership and stakeholders

How to have a good conversation  
Active listening  
The role of coaching, advising, delivering  
Handling conflict

### Line Manager support

How to support managers to be great  
communicators  
Developing line manager toolkits  
Developing line manager communication  
skills

### Your approach, your plan

Your personal development plan  
Your priorities  
Committing to your approach