

# Refreshing Comms



## Sound check!

Let's start with an interesting fact:



People (that's you, me and everyone else) often refuse to accept an idea purely because of the tone of voice it's been delivered in.

And it can be surprisingly easy to turn people off without meaning to. It'll have happened to you - a person said something in a way that instantly got your heckles up 😞

Fancy a quick bit of science?

It involves a lizard 🦎 and a Christmas tree 🎄 ...

So, as humans our primitive lizard brain is still very much alive and kicking. We might live (slightly) more sophisticated lives now that we're no longer dwelling in caves or hunting down our breakfast 🦘 but we're still wired the same. When a message is abrupt and has an unsympathetic tone, our amygdala (lizard brain) cries out "Danger! Alert! I always said that person had shifty eyes..." and we go straight on the defensive, becoming instantly suspicious 🤔

When we receive a message that has a friendly and understanding tone 😊 our prefrontal cortex lights up like a Christmas tree (ping! 🌟) and it's this little guy that tells us what to think, feel and do. Turn him on, and you're on your way baby!

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So, wanna do that sound check now?

Here's something you can do with no financial outlay, no consultant and in your own time to check those comms - to see if you're writing more hits than flops.

Doing this is going to give you a more honest and therefore \*actually helpful\* assessment of the kind of messaging being delivered to your people right now. The kind of information you can act on. So, be sure to remove any rose-tinted glasses before you start.



Take a random selection of communications (emails, newsletters, briefings, company announcements etc) that have gone out to your staff over the last 6-12 months.



Sit down and read them like you're an employee and it's the first time they've been put in front of you.

What vibe do you get? Would you change anything in hindsight?

Even better (much better) invite some employees to join in and give you their honest-john feedback on how the comms score from *their* perspective:

- clear or confusing?
- engaging or boring?
- inspiring or uninspiring?
- meaningful or meaningless
- relatable or unrelatable?
- consistent or contradictory messages?
- opportunity to comment or feedback?

This is a great way to 'hear' what those messages are actually saying in reality.

Whatever way you choose to do your sound check, make sure you're asking the right questions and listening to the right people!

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## Get to know Refreshing Comms

Refreshing Comms by Blonde Creative Ltd is our additional offering, designed to help you bring your internal communications to life through compelling, purposeful and strategically focused messaging.

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