

Refreshing Comms

The Rules of Engagement Checklist

Some things are a must if you want to write and deliver internal communications that:

✗ don't confuse 😞

✓ inform 😊

✗ don't frustrate 😡

✓ satisfy 😊

✗ don't bore 😞

✓ enthuse 😄

If you follow these rules every time you sit down at your keyboard (or reach for pen and paper) to write a message, announcement or a request, you'll be doing the right things to engage your audience with more compelling content that hits the spot!



Head to the checklist on the next page - print it out, keep it on your desk or stick it on the wall 🙌

Refreshing Comms© by Blonde Creative Ltd
Connecting people, purpose & strategy with feel-good internal communication

refreshingcomms.co.uk
blondecreative.co.uk

Refreshing Comms

The Rules	Why they matter
Clarity	<p>You don't waste people's time</p> <p>They don't have to apply mental effort to work out what you mean</p> <p>Less risk of costly misunderstandings</p>
Consistency	<p>You don't confuse by moving the goalposts or mixing messages</p> <p>You don't look like an indecisive idiot who doesn't know which way the wind is blowing</p> <p>People don't lose the plot and can follow the story</p>
Purpose	<p>You've given a point and intention to the message</p> <p>They receive something (information/news) of value</p> <p>They know what to do next or what's going to happen next</p>
Meaning	<p>The message resonates with people</p> <p>They can relate to and believe what you're saying</p> <p>You build trust and develop stronger relationships</p>
Proof	<p>You've provided back-up evidence to support the message</p> <p>You've preempted and answered questions within the content</p> <p>They can see how the dots join up for them</p>

Refreshing Comms© by Blonde Creative Ltd

Connecting people, purpose & strategy with feel-good internal communication

refreshingcomms.co.uk
blondecreative.co.uk

Refreshing Comms

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.

Join the internal comms revolution 🙌

[Instagram](#)

[LinkedIn](#)

Refreshing Comms© by Blonde Creative Ltd

Connecting people, purpose & strategy with feel-good internal communication

refreshingcomms.co.uk

blondecreative.co.uk