

Modern Communications Operating Model Skills Survey Recommended Development Actions

Internal Communications

Below you'll find some suggested ways to build your skills in Internal Communications. This list is in no way exhaustive and should be used in conjunction with discussions with your line manager about your professional development plan.

Specific areas for development within this capability include: **building employee/audience insight; developing internal communications strategies and plans; delivering internal communications campaigns; and evaluating the impact of internal communications strategies and activities.**

Aspire Modules

Aspire is a programme of training modules designed to help make government communications exceptional. The programme is free and designed to be suitable for staff at all grades working in communications roles in central government departments and other selected government organisations.

- Introduction to Internal Communications (Foundation)
- Introduction to Insight (Foundation)
- Strategic Communications (Foundation, Practitioner)
- Evaluation (Practitioner)
- Introduction to Behaviour Change (Introductory)
- Writing Professionally (Introductory, Practitioner)

Book Aspire Modules via the [Courses and Events page of the GCS website](#) or by speaking to your [development adviser](#).

Online Training

PRCA Webinars

PRCA (Public Relations Consultants Association) webinars are 90-minute learning sessions that can be accessed from most computers and personal devices. They are free to GCS core and associate members.

- Producing Engaging Content in Public Sector Communications
- How to Create an Effective Blog *
- Crisis Management for PR
- Developing an Internal Communications Strategy

View the schedule of upcoming webinars and access them for free via the [PRCA/GCS portal](#).

Recommended Reading

- [The Presentation Coach](#), Graham Davies
- [The Culture Builders](#), Jane Sparrow
- [Communicate to Inspire](#), Kevin Murray

Other Resources

- Explore secondments and job shadowing in internal communications within your organisation and via the wider communications profession
- [IC Space](#), GCS
- [Melcrum](#)
- [Institute of Internal Communication](#)
- [Rethinking Voice](#)
- [The Involvement and Participation Association \(IPA\)](#)
- [IPA article on releasing voice for sustainable business success](#)
- [MINDSPACE: Influencing behaviour through public policy](#)
- [Customer Journey Mapping Tool](#), GCS

Paid-For Training

These paid-for training courses are from Civil Service Learning and recognised professional bodies, and should be purchased via your local department or ALB procurement process.

Depending on the level of your GCS membership, you are entitled to certain benefits, discounts, and offers available through professional bodies that represent marketing and public relations professionals.

- [Civil Service Learning – Managing Change](#)

- CIPR – Introduction to Internal Communications
- CIPR – Change Communication
- IOIC – Effective Newswriting Skills
- IOIC – Copy Editing and Proof Reading
- CIM – Advanced Copywriting Skills

To book one of these courses, please speak to your line manager or development adviser, who will advise you of your organisation's procurement process.

**For more recommendations visit
<https://gcs.civilservice.gov.uk/mcomskills>**