



# Research

## Why?

- Get to the heart of what's going on at your organisation – what are your people saying, thinking and feeling?
- Organisations with better internal understanding improve their decisions, actions and communications
- You can communicate better and do more together when you see and understand each other's perspectives – improved morale and motivation



## What?

- Independent, impartial research
- Tailored and facilitated – individuals and groups
- Communication audits and reviews
- Analysis of current situation and future possibilities
- Clear report and recommendations

"Sarah conducted a thorough cultural audit and helped us develop a case for investment"

# Strategy and planning

## Why?

- Planned communications provide actions to support your business plan and achieve your aims
- Effective communication makes the best use of your budget, resources and time – no need to do things twice
- Use professional expertise to provide a high quality plan for your people to follow



## What?

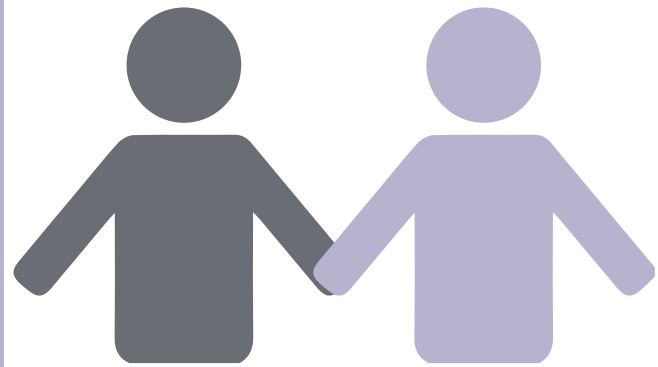
- A detailed communications strategy and/or plan for your organisation or project
- Clear purpose for your communications and clear, simple messages
- Understanding of your audiences so that you can tailor your communications
- Delivery through your existing channels and/or suggestions for new ones

"Sarah produced a detailed and comprehensive communications plan based on some excellent research"

# Training

## Why?

- Your people communicate better with others so your organisation becomes more effective
- Leaders and managers who meet their communication responsibilities build stronger teams



## What?

- Bespoke workshops, tailored to your organisation
- Non-expert communicators and line managers
- Refresher courses for the more experienced
- 1 to 1 coaching and support

"Attendees came away able to produce strong communications for their departments"

# Writing

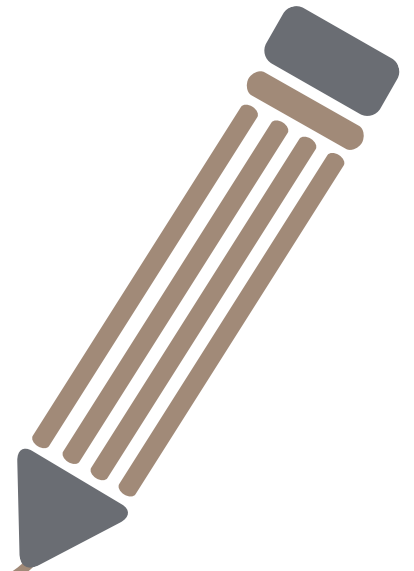
## Why?

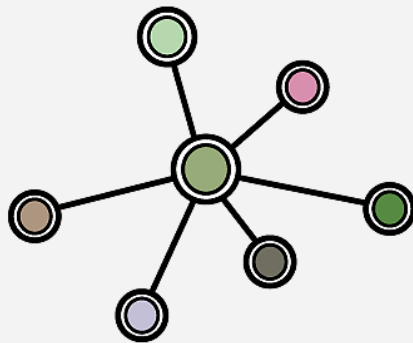
- Compelling copy supports your organisational aims
- Copy is consistent, high quality and on brand at all times

"Sarah writes professionally but with a human touch. We love her style"

## What?

- Interviews, research and writing
- Stories and case-studies for internal and external use
- Web copy, business plan, goals, strategies and objectives, grant applications and funding bids





**Browning York**

Communicating effectively to make a difference

I can help your organisation succeed through effective communication - please get in touch for a no-obligation chat to find out how.

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