

Mastering High-Stakes Public Sector Communication



Communicating effectively in the public sector is tough due to a complex environment, diverse audiences and demanding work. Our clients highlight three key verbal communication challenges:



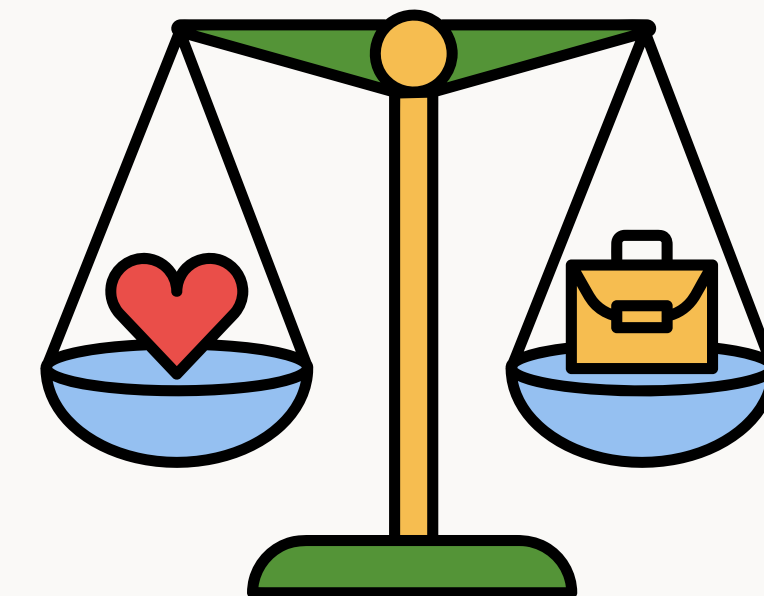
Communicating with diverse audiences

Addressing stakeholders (the public, policymakers, media and advocacy groups) - each with varying expectations



Explaining complex topics

Simplifying technical subjects (policies, budgets or public health guidelines) - often using bureaucratic jargon



Balancing transparency with sensitivity

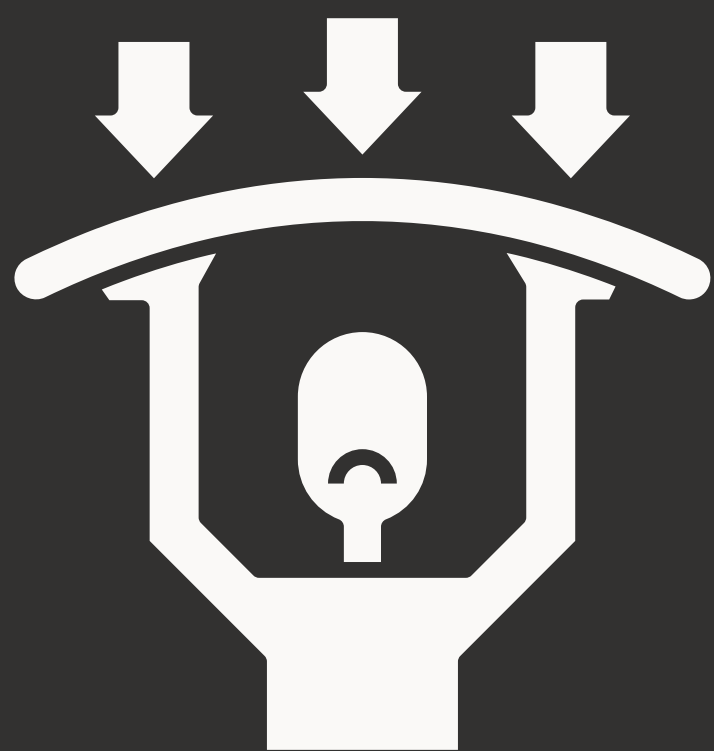
Needing to be open and clear while remaining tactful and avoiding unnecessary panic or offense

Challenge: Tailoring messages to suit everyone is tough – what works for policymakers might confuse the public

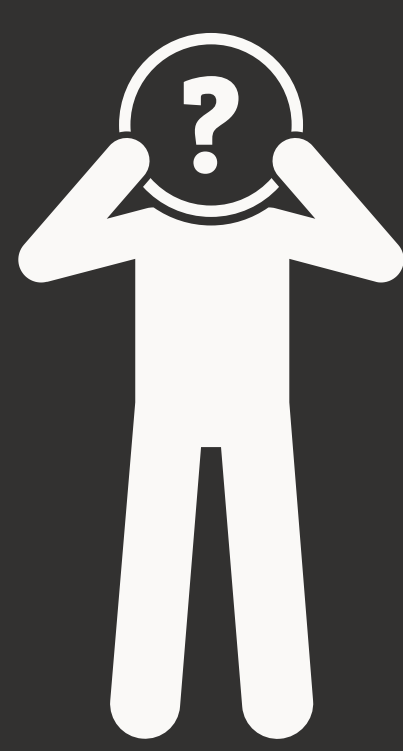
Challenge: Translating this into clear, relatable language is difficult

Challenge: Sharing too much can cause alarm, while withholding details can damage trust

Think on Your Feet® helps public sector employees to effectively convey ideas, listen to stakeholders and collaborate across teams. It teaches you how to:



Communicate under pressure
Organise your thoughts for clear, concise, persuasive responses



Adapt to unpredictable scenarios
Focusing on Clarity, Brevity and Impact™ for adaptability



Maintain verbal agility
A framework to structure all messages, including high-level insights and explaining details clearly



Enhance public engagement
The tools to simplify jargon and deliver clear messages



Streamline collaboration
Process information quickly to propose solutions and align teams

Think on Your Feet®

- Easily structure your messages
- Boost your confidence
- Ensure brevity and focus
- Be listener aware

www.indigobusiness.co.uk/TOYF

+44 (0)20 3836 8640

info@indigobusiness.co.uk



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