

## Learning objectives

Identify the purpose of a communication and then correlate that purpose with the story structure, particularly the CTQA

## Instructions

1. Read the email (below)
2. Extract the key points that you think the parents need to know
3. Rewrite the email to include a short introduction, a single message and three supporting points

## Rework this example

Hi there,

As you know, we are articulating what great leadership looks like at Bloggs Co and are partnering with Korn Ferry to help shape our future leadership expectations. This work will inform the design of future leadership development solutions and we are leveraging it to tailor the KF360 assessment tool as a resource that participant leaders will be able to use (initially as part of the upcoming Leading@Bloggs program).

To ensure that anyone undertaking KF360 is well supported in using their results, we are accrediting a number of people from Bloggs HR to be able to interpret / deliver feedback to their KF360 reports.

### The ask of you:

You have been nominated to be part of the accredited KF360 team and I would like to invite you to participate in the accreditation program. We will then be asking you to support KF360 debriefs starting with participants on the Leading@Bloggs Program in mid October 2022.

### What is involved in getting accredited

1. 3 x 3 hour online sessions, supported by online learning modules that are to be self-completed in between the sessions
2. 3 online session dates: 1<sup>st</sup>, 7<sup>th</sup> and 16<sup>th</sup> September, 9am to 12pm
3. Following the final session you will complete a short survey ahead of downloading your certificate

### Accreditation program objectives

1. Discuss the theory use and best practices for 360 assessments and feedback
2. Explore the assessment process and experience – from identifying participants to supporting raters to providing feedback
3. Describe and accurately interpret the KF360 individual and group feedback reports
4. Plan and practice participant feedback and debrief sessions.

Do let me know if you have any questions at all.

Mary