

Communication Policy

Creative Consulting and Training Ltd

Last updated: November 21, 2025

1. Purpose

This policy outlines how Creative Consulting and Training Ltd (“Creative”, “we”, “our”, or “us”) manages internal and external communication to ensure professionalism, consistency, clarity, and compliance with legal and regulatory standards.

2. Scope

This policy applies to:

- All employees, contractors, trainers, and authorised representatives of Creative
 - All forms of communication, including:
 - Verbal (e.g. meetings, telephone)
 - Written (e.g. email, letters, reports)
 - Digital (e.g. websites, social media, email campaigns)
 - Visual (e.g. presentations, training materials)
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3. Core Communication Principles

All communication must be:

- **Clear** – easily understood and free of unnecessary jargon
- **Consistent** – aligned with our messaging, branding, and tone

- **Timely** – delivered promptly and within a reasonable timeframe
 - **Respectful** – courteous, inclusive, and professional
 - **Secure** – compliant with data protection laws and confidentiality standards
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4. Internal Communication

4.1. Approved Channels

We use the following platforms for internal communication and collaboration:

- **Email:** Outlook and Zoho Mail
- **Virtual Meetings:** Zoom and Microsoft Teams
- **Messaging and File Sharing:** Microsoft Teams, Zoho CRM, Shared Drives

4.2. Expectations

- Use professional language and tone in all communication
 - Respond to internal emails and messages within 1–2 working days
 - Use Zoom or Microsoft Teams for meetings, with agendas circulated in advance
 - Ensure important decisions are documented and shared with relevant stakeholders
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5. External Communication

5.1. Client and Learner Interactions

- Provide clear, factual, and supportive responses to all enquiries
- Use company email addresses (Outlook or Zoho) for external correspondence

- Maintain a helpful and courteous tone when representing Creative

5.2. Marketing Communication

- Marketing content (social media, email campaigns, website updates) must:
 - Be approved internally before publishing
 - Adhere to brand guidelines and data protection regulations (e.g., opt-in consent)
 - Avoid misleading claims or unclear offers

5.3. Public Representation

- Only authorised staff may represent the organisation in media, publications, or speaking engagements
 - Any externally published material (e.g., webinars, blogs, press releases) must be reviewed and approved by the Managing Director or a delegated authority
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6. Digital and Social Media Use

- All posts must reflect our tone, mission, and brand professionalism
 - Comments on public platforms must be constructive and avoid conflict or disclosing confidential information
 - Employees posting on behalf of Creative must be approved users or spokespersons
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7. Confidentiality and Data Protection

- Follow the [Data Protection Policy] when handling or discussing personal or sensitive data

- Do not disclose client, delegate, or partner information without proper authorisation
 - Use secure platforms (Outlook, Zoho, Microsoft Teams) to share sensitive files or communications
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8. Training and Awareness

- All new staff will receive communication guidelines as part of onboarding
 - Ongoing awareness sessions will be provided annually or when tools/processes change
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9. Monitoring and Compliance

- The Operations or Management team may monitor communication channels to ensure compliance
 - Breaches of this policy may lead to disciplinary action
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10. Review and Updates

This policy will be reviewed annually and updated as required to reflect operational, legal, or platform changes.

11. Contact for Questions

For guidance on this policy or communication-related queries:

Creative Consulting and Training Ltd

Email: info@trainingcreatively.com

Phone: 0208 500 4534

Website: <https://www.trainingcreatively.com>