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**‘Game changing’ new digital resource MUSE, designed exclusively for the internal comms community, has been formally accredited by The Institute of Internal Communication (IoIC) for its Continuing Professional Development**



Muse’s ‘Learning & Development Lounge’ of quality, bite-sized, curated digests and downloadable workshops has been assessed by the Institute of Internal Communication (IoIC), the UK’s only professional body specialising in internal communication, and has met their new standards for accreditation. Muse L&D can contribute up to 10 hours a year towards an individual’s IOIC CPD professional competence qualification.

The body has recognised that Muse’s unique blend of bespoke L&D content aligns with the new IoIC CPD framework launched earlier this year (March 2017) and supports its ambition to drive the profession forward through qualifications, career development, thought leadership and best practice.

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Jennifer Sproul, CEO of the IoIC says: “Recent research indicates the very limited amount of time internal communication practitioners are investing in their own professional development, with over 47% spending less than one hour per week<sup>1</sup>. Muse delivers high quality, relevant learning in a flexible and ‘always on’ way which makes it easy for practitioners to access wherever they are”



Muse’s co-founder Jo Moffatt says “Practitioners kept telling us they were overwhelmed by the sheer quantity of professional content with its unpredictable quality. They lack both time and budget to access quality CPD. Our mission with Muse is to help raise standards of internal communication in businesses of all types and sizes and so build an engaged, productive workforce. We are delighted that the IoIC has recognised the quality of what we’re doing and how it helps organisations invest in the professional development of their own people with this specialist, but so often overlooked, skill”

For more information please contact Charlotte Dahl, Creative Planning Director at Woodreed on 01732 424342 or email [cdahl@woodreed.com](mailto:cdahl@woodreed.com)

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<sup>1</sup> VMA Group Inside Insight 2017

## Notes to editors

**About The Institute of Internal Communication.** The Institute of Internal Communication is the only independent professional body solely dedicated to internal communication. They're the voice of internal communication and have been setting the standard for more than 65 years, driving the profession forward through qualifications, career development, thought leadership and best practice. <https://www.ioic.org.uk/>



**About Muse.** [Muse](#), the brainchild of specialist ad agency Woodreed [www.woodreed.com](http://www.woodreed.com) has been created specifically to improve the quality and effectiveness of internal communication, develop professional skills and raise engagement across organisations. Called a 'game-changer' for internal communications, it offers a unique combination of three essential services to HR, internal communication and employee engagement professionals with a range of simple, monthly subscription packages:

- **An internal comms content editing and creation service**  
Specialist writers edit and create internal communication for employee audiences to the standard of consumer comms – returned along with coaching notes to support professional development
- **The L&D Lounge**  
The latest thinking, research, training exercises, case studies and opinions on culture, communication, leadership, employee engagement and more. All the best bits in one place in easy to read digests, plus concise training exercises to improve communication skills.
- **A community hub of organisations from a range of sectors**  
A place to discuss, debate and share ideas and expertise (away from the glare of consultants and sales bods on LinkedIn).  
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