



Training Catalogue

Turnkey and personalized keynotes, training
sessions and workshops
for associations, SMEs and institutions

**Over 20 customizable options and signature programs
grouped into 4 themes*:**

Inclusive Communication
Ethics and Sustainable Development
Communicative Leadership and Culture
Sustainable Digital Practices

** Available online and in person (with a few exceptions),
in French and English*

Table of contents

Pillar 1: Inclusive Communication	3
Inclusive and Gender-Neutral Writing	
Embedding EDIA in Everyday Communications	
Accessible Communications	
Pillar 2: Ethics, Sustainable Development and Corporate Responsibility	7
Environmental Communications That Hold Up to Scrutiny	
Complying with Canada's New Anti-Greenwashing Rules: Easier Than You Think!	
Telling Your Impact Story Without Overstating It	
What If a Crisis Hit Tomorrow?	
Pillar 3: Communicative Leadership, Culture and Internal Communications	9
Engaging Your Teams: Internal Communications as a Driver of Retention	
Transforming Without Betraying: Authentic Communication in Times of Change	
Leading with Clarity and Conviction: The Fundamentals of Managerial Communication	
Communicating Across Generations and Cultures	
Co-Creating Your Communication Strategy	
Governance and Communication: The Board's Role in Organizational Culture	
Pillar 4: Sustainable Digital Practices	12
Digital Collage	
Digital Sobriety in the Workplace	
Communicating Without Excluding: The Tech Biases That Make People invisible	
The Hidden Side of AI: Aligning Organizational Values and Performance	
Signature Programs	14

PILLAR 1 – INCLUSIVE COMMUNICATION

Writing and communication practices that reflect your organization's commitment to equity and inclusion.

1. Inclusive and Gender-Neutral Writing

Track A — For Communications Professionals

For those who want to deepen their practice and access proper tools.

A1 · Writing with Intention (in French and/or English)

Beyond the style guide: tone, stance, accessible/plain language and pitfalls to avoid. Real-world examples with individual and group exercises. For teams who think they've got inclusive writing covered and want to find out what they might be missing or how to remain consistent in both official languages.

Format	Hands-on training	Duration	Half day
Target audience	Comms & marketing teams		

A2 · Crafting Our Editorial Guidelines

Co-creation workshop: the team walks away with the foundations of editorial guidelines and a practical style guide tailored to the organization.

Format	Interactive workshop	Duration	Full day
Target audience	Comms & marketing teams		

Track B — For the Whole Team

For anyone who communicates day to day within the organization: emails, internal memos, client communications.

B1 • Writing Without Excluding: An Intro to Inclusive Language

What is plain, inclusive and gender-neutral language, and why does it matter? Context, key issues and everyday habits. Practical training you can put to use the very next day.

Format	Hands-on training	Duration	Half day
Target audience	All staff		

B2 • Getting Started with Your Style Guide

Integration training based on an existing or newly created guide. Your organization has its standard. We help your teams make it their own.

Format	Hands-on training	Duration	1.5 hours
Target audience	All staff		

See the "Signature Programs" section on page 14 to explore our Inclusive Language Signature Program.

2. Embedding EDIA in Everyday Communications

The missing link between the HR policy and day-to-day practice. Three complementary tracks that can be delivered separately or as an integrated learning path.

A1 • The Art of Inclusive Leadership

The most common blind spots and the habits managers need to build in everyday communication: meetings, feedback, announcements, emails and informal language. What's covered: framing, self-assessment, habit-building and hands-on practice.

Format	Training workshop	Duration	Half day (with post-workshop individual coaching option)
Target audience	Managers (HR can participate as observers)		

A2 • Communications and EDIA: From Assessing to Showcasing Your Impact

At a time when people want to be seen and heard, nothing matters more than adapting your communications to the realities of your clientele, your stakeholders and society at large. Your EDIA initiatives are progressing, but are you equipped to talk about them often enough, adequately and without falling into “social washing”, so that everyone feels included and represented?

This workshop covers the dos and don'ts of visual, written and verbal communication, with examples and practical tips. It will help your organization understand how to showcase its impact, internally and externally, through a storytelling approach grounded in radical transparency.

The various components of the day:

- Training
- Collective mapping exercise of existing communication tools and channels through an equity, diversity, inclusion and accessibility lens: who are we reaching, who is left out, what are we taking for granted, and how could we do things differently?
- Brainstorming session on lessons learned and success stories
- Co-creation activity to build an authentic and compelling storytelling strategy

Your organization leaves with actionable commitments, not just good intentions.

Format	Interactive workshop	Duration	Full day
Target audience	Managers, HR, internal comms		

Combine both activities in the EDIA section to maximize your impact!

3. Accessibility in communication

Communicating So Everyone Understands

Beyond inclusive language, accessibility is about who can actually understand and use your messages, regardless of cognitive, sensory or language abilities or proficiency. Plain language, adapted formats and legal obligations for digital accessibility. Storytelling as a tool: telling stories that everyone can understand.

Format	Keynote or training	Duration	45-60 minutes (keynote) / 2-3 hours (training)
Target audience	Keynote: Managers, leadership team Training: comms & marketing teams		

PILLAR 2 – ETHICS, SUSTAINABLE DEVELOPMENT AND CORPORATE RESPONSABILITY

For organizations that want to align their communications with their actual values, commitments and practices, without greenwashing, without the pressure to overpromise and with integrity.

Building Trust Over Optics: Environmental Communications That Hold Up to Scrutiny

The corporate world is changing, bringing with it essential shifts in how organizations communicate. But what exactly are sustainable communications?

This session introduces participants to alternative communication models, with real-world examples. It's designed for organizations making genuine ESG efforts that want to communicate them with integrity.

Three progressive levels, depending on your needs: awareness, training, and a collaborative workshop to lay the foundations of your strategy.

Format	Keynote, training or workshop	Duration	45–60 minutes (keynote) / 2–3 hours (training) / full day (strategic workshop)
Target audience	Comms & leadership teams		

Complying with Bill C–59 on Greenwashing: Easier Than You Think!

Understand what Bill C–59 means for your promotional and corporate communications. Developed by *Masse Critique* and delivered by The Storyteller, this training includes plain-language explanations, case studies and scenario-based exercises.

Format	Training or training workshop	Duration	1.5 hours (online training); half day (in-person workshop)
Target audience	Management, leadership, legal and comms teams		

Telling Your Impact Story Without Overstating It

What to measure, how to interpret it and how to communicate your ESG (environmental, social and governance) results with integrity, both internally and externally. Storytelling in service of organizational transparency: turning data into a credible and human-focused narrative.

Format	Training	Duration	1.5 hours
Target audience	Leadership, HR, EDI/ESG leads or committee members, comms teams		

What If a Crisis Hit Tomorrow? Uncovering Your Communication Blind Spots

Rather than crisis management training, this is a reflective space to map communication vulnerabilities before they become crises.

As a keynote: questions to explore and concrete examples to plant a seed.

As a workshop: brainstorming and mapping of blind spots with key teams, so you can address them.

Format	Keynote or reflection workshop	Duration	45–60 minutes (keynote) / half day (workshop)
Target audience	Leadership, management, comms team		

See the "Signature Programs" section on page 14 to explore our learning paths on crisis prevention and change readiness for senior leadership.

PILLAR 3 –COMMUNICATIVE LEADERSHIP, CULTURE AND INTERNAL COMMUNICATIONS

Sessions that train leaders and organizations to communicate with clarity, consistency and courage to build organizational cultures that live up to their promises.

Engaging Your Teams: Internal Communications as a Driver of Retention

Organizations don't retain talent through benefits alone. They retain people by giving them a sense of belonging and purpose. This talk covers the foundations of internal communications that genuinely rally teams behind the organization's mission and identifies the warning signs of a communication culture that's running out of steam.

Format	Keynote	Duration	45-60 minutes
Target audience	Leadership, management, HR		

Transforming Without Betraying: Authentic Communication in Times of Change

Any organizational change, whether a strategic shift, a new policy or a "culture transformation," tests the alignment between what an organization says and what people actually experience. When that gap goes unnamed, it turns into resistance, disengagement and even lost talent.

This session explores how to communicate change in a way that builds buy-in rather than mistrust. Not by selling a message, but by daring to be transparent about what's difficult, uncertain or uncomfortable. It's a reflection on internal consistency and authentic communication in times of transformation, and on the cost of ignoring them.

An introductory talk is available and can be followed by an interactive workshop to reflect on and discuss current and anticipated realities, and chart the way forward.

Format	Talk/keynote + optional workshop	Duration	45-60 minutes (keynote) / Half day (workshop)
Target audience	Leadership, management, HR		

Leading with Clarity and Conviction: The Fundamentals of Managerial Communication

Designed for managers promoted for their technical expertise or who simply don't always have the tools to step into their role as communicative leaders. How do you own your authority, dare to say things as they are, communicate decisions with confidence and build buy-in without dodging accountability?

As a keynote: examples of leaders who took the leap and mastered the art of communication, and an invitation to reframe discomfort not as a risk, but as a catalyst.

As a workshop: hands-on testing of different techniques to own your leadership, reduce imposter syndrome and navigate difficult conversations.

Format	Keynote + optional workshop	Duration	45-60 minutes (keynote) / Half day (workshop) - with post-workshop individual coaching option
Target audience	Leadership, management, HR		

Communicating Across Generations and Cultures

An introduction to communication habits that build bridges rather than highlight differences: how to adapt your message, tone and channel without stereotyping or oversimplifying. Storytelling is presented as a universal language that transcends generations and cultures.

The training workshop version is designed to be playful and interactive. After an introduction to the core themes, participants dive into scenario-based exercises and role-play.

Format	Keynote or training workshop	Duration	45-60 minutes (keynote) / Half day (training workshop)
Target audience	Leadership, management, comms and HR teams, other employees		

Co-Creating Your Communication Strategy

Facilitation of a brainstorming and co-creation session for your communication strategy, with a transfer of the method so your team can lead it internally in the future. Your organization leaves with a shared strategy *and* the ability to repeat the process.

Format	Interactive workshop	Duration	Half day or full day
Target audience	Leadership, comms and HR teams (when involved in internal comms)		

Governance and Communication: The Board’s Role in Organizational Culture

The board of directors' responsibilities for tone, values and incident management. A rare and highly valued training that addresses a common blind spot in governance.

Format	Keynote	Duration	45–60 minutes
Target audience	Board of directors, leadership team		

See the "Signature Programs" section on page 14 to explore our learning path for managers on rallying teams in times of change.

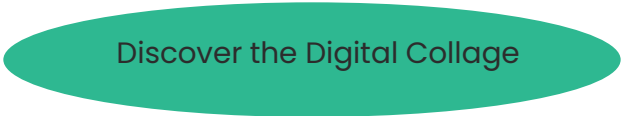
PILLAR 4 – SUSTAINABLE DIGITAL PRACTICES

Navigating the digital world with intention: understanding its impacts, blind spots and biases, and making choices aligned with your values.

Digital Collage

An interactive and fun team-building workshop that explores the environmental, social and economic impacts of digital use (personal, professional, organizational and collective) through an immersive experience.

Format	Interactive workshop	Duration	Half day
Target audience	All staff: IT, comms, marketing and leadership teams, etc.		



Digital Sobriety in the Workplace

Individual and organizational impacts of digital use in the workplace. Concrete strategies to reduce the environmental and social footprint of digital technology without compromising performance.

Format	Keynote or training	Duration	45–60 minutes (keynote) / 2–3 hours (training)
Target audience	All staff: IT, comms, marketing and leadership teams, etc.		

Communicating Without Excluding: The Tech Biases That Make People Invisible

Broadcasting isn't reaching. Algorithms and digital platforms have their own biases and they systematically render certain voices, communities and minority languages invisible. This talk deconstructs the illusion of universal reach and invites organizations to rethink communication as an act of responsibility, not just visibility.

Format	Talk/Keynote	Duration	45-60 minutes
Target audience	Leadership, management, comms, marketing and HR teams		

The Hidden Side of AI: Aligning Organizational Values and Performance

A reflection on bias in artificial intelligence models, alignment with your EDI/ESG stance, and how to use AI without outsourcing your ethical judgment. How to make the most of generative AI while staying true to your mission and commitments.

Three options are available: a keynote to inspire and raise awareness, a more in-depth, hands-on training, or a collaborative workshop with a training component to build, as a team, the foundations of an AI use policy for your organization.

Format	Keynote, training or training workshop	Duration	45-60 minutes (keynote) / 1.5 - 2 hours (training) / Full day (workshop)
Target audience	Leadership, management, comms, marketing and HR teams		

SIGNATURE PROGRAMS

Curated combinations of the training offerings presented above, designed for maximum, lasting impact with different audiences. Each learning path can be tailored to your organization's context and maturity.

LEARNING PATH 1 – Inclusive Language: From Theory to Practice

Ideal for organizations that wish to implement an inclusive language standard in a structured, participatory and lasting manner.

1. *Writing Without Excluding* (training, half day) – awareness training for all
2. *Crafting Our Editorial Guidelines* (workshop, full day) – co-creating with comms team
3. *Getting Started with Your Style Guide* (training workshop, 1.5 hours) – ownership and embedding for relevant staff

LEARNING PATH 2 – Before the Storm: Anticipating and Preventing

For organizations that want to build a proactive rather than reactive communication culture. Designed especially for senior leadership.

1. *What if a crisis hit tomorrow?* (keynote, 45–60 min) – An eye-opener to spark productive discomfort
2. *What if a crisis hit tomorrow?* (workshop, half day) – mapping vulnerabilities
3. *Transforming Without Betraying* (workshop, full day) – preparing and supporting leaders to communicate change

LEARNING PATH 3 – Leading Change Together

For organizations that want to lead change with their teams, not despite them. From the foundations of leadership communication to engagement and transparency in times of transformation.

1. *Leading With Clarity and Conviction* (training workshop, half day) – laying the foundations of your managerial communication
2. *Engaging Your Teams* (keynote, 45–60 min) – understanding the relationship between internal communications and engagement
3. *Transforming Without Betraying* (workshop, half day) – naming and navigating change by putting new skills and learnings into practice