MERCURY

Strategic Internal Communication Skills Training

20 – 24 June 2027
Manama (Bahrain)



Dubai - UAE: +971 4 450 5697
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Ref: 15147_1077721 **Date:** 20 – 24 June 2027 **Location:** Manama (Bahrain) **Fees:** 4900 Euro

Introduction:

In today's fast-paced corporate environment, strategic internal communication is pivotal in fostering a cohesive culture and aligning employees with the organization's goals. This strategic internal communication skills training offers an in-depth look at how internal communication can catalyze change and positively affect employee morale, loyalty, and organizational success.

Effective communication within a company bolsters teamwork and assures that each member is working toward unified objectives. It encourages decision-making that reflects the company's strategic direction. It can significantly contribute to customer satisfaction through well-informed and engaged staff members.

This strategic internal communication skills course illuminates effective internal communication solutions and best practices vital for any successful business. Enhance your internal communications skills with our comprehensive training designed to help you drive change and foster a culture of engagement within your organization.

Learn how to align all employees with corporate strategy and create a strategic internal communication plan that resonates with targeted groups such as senior managers, strategy specialists, supervisors, team leaders, and HR professionals. Earn your internal communications certification and discover the benefits of effective internal communication through a dynamic curriculum that combines theoretical knowledge with practical application.

Why is Internal Communication Important?

The importance of internal communication cannot be overstated. It is the backbone of any organization, enabling the seamless execution of strategies and achieving internal communication goals. With a strong foundation in effective internal communication, participants in this internal communications certification program will come away with a nuanced understanding of why clear and consistent messaging is critical for success.

At the core of this course is the drive to help participants not just learn about but actualize the improvement of communication within their organizations. Emphasizing the definition of strategic internal communication and instilling essential internal communication skills, our training positions communicators to play key roles in steering their companies toward prosperity.

Understanding the roles of strategic internal communication within an organization is essential to improving internal communication. With this training, participants will discover internal communication strategies that enhance message clarity and ensure all employees are on the same page. Learn how to leverage internal communication ideas and utilize the most effective tools to build a strategic internal communication plan that aligns with your organization's long-term goals.

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Targeted Groups:

This strategic internal communication skills course is designed for:

- Senior Managers overseeing key strategic initiatives.
- Corporate Strategy Specialists are seeking to enhance communication within their function.
- Managers and Supervisors are tasked with executing parts of the strategic plan.
- Team Leaders juggle both people management and project deliverables.
- Corporate Communication and HR Specialists dedicated to improving workplace communication.

Course Objectives:

By the end of this strategic internal communication skills course, participants will be able to:

- Align all employees with the corporate strategy and vision.
- Foster a sense of trust, openness, and engagement among staff members.
- Encourage employees to contribute creatively and commit fully to organizational goals.
- Establish feedback channels to quash rumors, foster knowledge sharing, and manage reputational risks.
- Boost customer satisfaction through a more responsive and informed workforce.
- Evaluate the effectiveness of internal communication improvements.

Targeted Competencies:

Participants in this strategic internal communication skills training will develop competencies in:

- Elevate Employee Engagement.
- Build a Cohesive Company Culture.
- Articulate Clear, Organization-wide Goals.
- Ensure Customer Satisfaction.
- Foster Enhanced Transparency.
- Boost Overall Productivity.

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Course Content:

Unit 1: The Essential Elements of a Strategy and Strategic Plan:

- Identify the components of a strategic journey.
- Craft the Strategy Roadmap and Internal Communication Plan.
- Evaluate the Necessity for Internal Communications.
- Develop a comprehensive Internal Communication Framework.
- Avoid common pitfalls in internal communication.

Unit 2: Internal Communication Options and Technologies:

- Establish robust communication channels throughout the organization.
- Define a strategic purpose for internal communications.
- Select the right Internal Communication Tools and Framework.
- Set measurable goals and determine Key Performance Indicators KPIs.
- Lead a culturally and demographically diverse workforce.

Unit 3: Communicating in a Virtual Environment:

- Utilize various media for effective remote communications.
- Leverage virtual organizational tools for time and media management.
- Bridge communication gaps across geographically dispersed teams.
- Implement online virtual coaching to boost performance.
- Conduct virtual meetings efficiently.

Unit 4: Communicating Indicators of Change:

- Navigate the dynamics of change from psychological and physical perspectives.
- Address the psychological impacts of organizational changes.
- Inspire and motivate performance through communication.
- Frame and communicate strategic changes constructively.
- Deliver the compelling message of change through the Burning Platform concept.

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Unit 5: Convincing others of the Value of your Plans:

- Persuade top management to endorse your Internal Communication Plan.
- Recognize the different styles of communication and their appropriate use.
- Manage oneself and adopt positive behavior choices.
- Measure the impact of internal communications initiatives.
- Develop an actionable Strategic Internal Communication Plan.