MERCURY

Internal Communications Masterclass Training

19 – 23 April 2027
Milan (Italy)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15191_1081250 **Date:** 19 – 23 April 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

Introduction:

Effective internal communications help colleagues work to the best of their abilities and develop their skills, ensuring everyone is focused on achieving an organization's goals. Organizations are only as good as their weakest link. Poor customer service could spoil the work of expensive advertising and marketing campaigns.

Employees are also front-line ambassadors for organizations and should be nurtured as a powerful tool for recommendations and referrals. A good internal communications strategy promotes well-being and productivity and makes people feel valued.

Research shows that job satisfaction rather than financial reward is often a stronger motivation for loyalty. This internal communications course teaches how to develop a dynamic corporate culture, manage change, and bring out the best in your employees.

Creativity can be a key component in devising and implementing internal communications strategies and developing internal communications ideas. This internal communications course will discuss creative internal communications and ideas that can refresh the standard corporate bulletin and bring new energy to your company's messaging.

Importance and Defining Internal Communications:

When discussing internal communications, we refer to sharing information within an organization for business purposes. This internal communications course gives you a robust understanding of the definition of internal communications.

This internal communications training delves into the types of internal communications and provides solutions to enhance your corporate culture. Understanding the importance of internal communications is pivotal to organizational success. Real-world internal communications case studies illustrate best practices and the tangible results they can yield.

Targeted Groups:

- HR Staff.
- Managers, Supervisors, and Team Leaders.
- All Employees Among All Departments and Levels.

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Course Objectives:

At the end of this internal communications course, the participants will be able to:

- Understand how workplace culture is developed, how to develop it, and how to put a value on it.
- Understand the communication tools needed to create a "can do" attitude among colleagues.
- Generate a universal willingness for the company or organization to succeed, especially by generating new ideas.
- Provide better customer focus and service.
- Develop tools and techniques for identifying resistance to change and managing it.

Targeted Competencies:

At the end of this internal communications training, the participant's competencies will:

- Communication skills.
- Change management.
- Performance management.
- Presentation skills.
- Self-confidence.

Course Content:

Unit 1: Assessing an Organisation's Culture:

- The role of internal communications.
- Identify an organization's culture - definitions and models.
- Build a shared vision.
- The internal communications audit.
- Who sets the culture?
- Objective setting.
- Personal presentation exercise.

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Unit 2: Understanding the Needs of Individuals:

- Internal communications strategy.
- The relationship between Human Resources and Public Relations.
- Resistance to change.
- Understand how individuals are affected by the change.
- The role of managers in internal communications programs.
- Personal presentation exercise.

Unit 3: Utilizing Internal Communications Tools and Tactics:

- The tools for communication are from the notice board to Twitter.
- Evaluate how to measure success.
- Internal communications action plan.
- The power of brands.
- Personal presentation exercise.

Unit 4: Internal Communications Crisis Management:

- Manage internal communications in a crisis.
- Choose your crisis team.
- The importance of leaders being visible.
- Be honest and tell your colleagues first.
- Personal presentation exercise.

Unit 5: Maintaining and Enhancing Performance Levels:

- Comprehensive performance assessment.
- Boosting low morale.
- Recognize achievement.
- Analysis of successful internal communications strategies.
- How do the government and top companies manage messages?
- Personal going through changes to presentation exercise.