MERCURY

Masterclass in Effective Internal Communications Strategies

20 – 24 December 2026
Sharm El-Sheikh (Egypt)



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Istanbul - Türkiye: +90 539 599 1206
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Ref: 1024_1084401 **Date:** 20 – 24 December 2026 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Course Introduction

Effective internal communications help colleagues work to the best of their abilities and develop their skills to ensure 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 course shows how to develop a dynamic corporate culture, manage change, and bring the best out of the people you work with.

Strategic Communication Training: A Key Component

Understanding and implementing strategic communication practices is vital for the success of any organization, reflecting the necessity for strategic communication training. This course aims to equip participants with a comprehensive understanding of strategic communication courses and how they can be integrated within the internal communications framework to bolster organizational effectiveness.

Targeted Groups

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

Course Objectives

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

- Understand how workplace culture is developed, how to set 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, mainly by generating new ideas
- Provide better customer focus and service
- Develop tools and techniques for identifying resistance to change and managing it

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Targeted Competencies

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

Course Content

Unit 1: Assessing an Organisation's Culture and Strategic Communications

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

Unit 2: Understanding the Needs of Individuals and Strategic Communication Courses

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

Unit 3: Using the Full Range of Communications Tools

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

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Unit 4: How to React in a Crisis

- Managing internal communications in a crisis
- Choosing 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
- Recognizing achievement
- Analysis of successful internal communications strategies
- How government and top companies manage messages
- Personal presentation exercise

Masterclass Communications Manager: Fostering Leadership in Communications

Communication leadership is an indispensable quality for a communications manager. This masterclass will delve into the intricacies of internal communications certification and help managers champion strategic communications within their organizations. Through the internal comms training, participants will be given opportunities to enhance their skills as leaders and become certified professionals adept in managing many internal communication platforms and strategies.