



## Strategic Internal Communication Skills

29 Sep - 03 Oct 2024  
Online



# Strategic Internal Communication Skills

**Ref.:** 15147\_259318 **Date:** 29 Sep - 03 Oct 2024 **Location:** Online **Fees:** 1500 **Euro**

## Introduction:

This Strategic Internal Communication Skills online training course uses current research which shows that internal communications can be a powerful agent of change, driving the honest and regular discussion on topics essential to staff morale. This, in turn, affects their loyalty, commitment, and purpose, which directly impacts customer satisfaction and dedication and the organization's bottom line.

Excellent internal communication ensures that everyone works towards a common goal. It develops a cohesive culture and empowers employees to make the right decisions in line with the organization's strategy. Effective internal communication has benefits for both the organization and employees.

## Targeted Groups:

- Senior Managers responsible for overseeing vital parts of the strategic plan
- Corporate Strategy Specialists
- Managers and Supervisors responsible for delivering part of the strategic plan
- Team Leaders who must manage both people and projects
- Corporate Communication and HR Specialists

## Course Objectives:

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

- Align all employees with the corporate strategy and plan
- Increase staff trust, openness, and engagement
- Help motivate staff to 'go the extra mile' in creativity and commitment
- Open channels of feedback to reduce rumors, increase company knowledge sharing, and reduce reputational risk
- Increase customer satisfaction through more open, aligned, and informed staff
- Measure the impact of more effective internal communication.

## Targeted Competencies:

- Employee Engagement
- Cohesive Company Culture
- Clear goals that are understood by all
- Customer Satisfaction
- Enhanced Transparency
- Increase Productivity

## Course Content:

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

- Understanding the Strategic Journey
- Developing the “Strategy Roadmap” and Communication Plan
- Assessing the need for Internal Communications
- Understanding and Developing the Strategic Pillars of Communication
- Avoiding Internal Communication Pitfalls

## **Unit 2: Internal Communication Options and Technologies:**

- Building Solid Communication Channels Up, Down, and Across the Organisation
- Developing a Strategic Purpose
- Defining the Tools and Framework for Internal Communications
- Setting Clear Goals and KPIs
- Leading and Communicating Across a Diverse Workforce

## **Unit 3: Communicating in a Virtual Environment:**

- Using Multiple Forms of Media for Distance Communications
- Using Virtual Organization Tools for Calendar, Time, and Media Management
- Communicating across Multi-geographical Dispersed Resources
- Online Virtual Coaching Performance
- Conducting Virtual Meetings Effectively

## **Unit 4: Communicating Indicators of Change:**

- The Dynamics of Change - Psychological and Physical Cycle
- Dealing with the Psychological Impact of Change
- How to Motivate and Inspire Performance
- Communicating the Strategic Changes in a Positive Manner
- Communicating the “Burning Platform” Message of Change

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

- “Selling” Your Internal Communication Plan and Programme to Top Management
- Styles of Communication and How and When to Employ Them with Effect
- Managing Self and Learn to Choose Positive Behaviours
- Measuring the Impact of Your Internal Communications
- Planning an Action and Setting-up a Strategic Communication Plan



Istanbul - Turkey: +90 539 599 12 06

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WhatsApp London - UK: +44 748 136 28 02

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