Course Introduction

Effective internal communication is crucial for enabling colleagues to work at their best and develop their skills, ensuring that everyone is aligned toward achieving the organization’s goals. A robust internal communication strategy not only promotes productivity but also helps in creating a positive workplace culture. Poor communication can harm an organization, but good communication fosters collaboration, loyalty, and success.

This course will help you understand how to build a dynamic corporate culture, manage change, and bring out the best in your team. By developing strong communication strategies, organizations can maximize employee engagement, improve job satisfaction, and enhance overall performance.

Strategic Communication Training: A Key Component

Strategic communication is vital for organizational success. This course will equip participants with the skills necessary to integrate strategic communication practices within internal communication frameworks, bolstering overall effectiveness. By understanding the fundamentals of internal communication, participants will learn how to lead, manage, and promote organizational objectives.

Targeted Groups

This course is tailored for:

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

Course Objectives

Upon completing this course, participants will be able to:

- Understand how to develop and set an organization’s culture.
- Create a positive communication environment to promote a “can-do” attitude among colleagues.
- Encourage organizational success through idea generation and innovation.
- Improve customer service and foster a customer-focused approach.
- Identify resistance to change and develop strategies to manage it effectively.

Targeted Competencies

Participants will develop the following 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 in an organization.
- Identifying an organization’s **culture** using models and definitions.
- Building a **shared vision** for the organization.
- Conducting an **internal communications audit**.
- Setting organizational **objectives**.
- **Personal presentation exercise** to enhance communication skills.

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

- Developing an **internal communications strategy**.
- The relationship between **Human Resources** and **Public Relations**.
- Managing **resistance to change** and its impact on individuals.
- The critical role of **managers** in internal communications programs.
- **Personal presentation exercise** to strengthen individual communication.

Unit 3: Using the Full Range of Communication Tools

- **Communication tools**: From traditional methods like the notice board to modern platforms like Twitter.
- Evaluating and measuring **success** in communication.
- Developing an **internal communications action plan**.
- Leveraging the **power of brands** in internal communication.
- **Personal presentation exercise** for improving message delivery.

Unit 4: How to React in a Crisis

- Managing internal communications during a **crisis**.
- Selecting a **crisis team**.
- The importance of **leadership visibility** during crises.
- The need for **honesty** and transparency with employees.
- **Personal presentation exercise** to enhance crisis communication.

Unit 5: Maintaining and Enhancing Performance Levels

- Conducting a **comprehensive performance assessment**.
- Strategies for boosting **low morale**.
- Recognizing and celebrating **achievement** within teams.
- Analyzing **successful internal communications strategies**.
- Examining how **top companies** and governments manage internal messaging.
- **Personal presentation exercise** to build confidence and presentation skills.

Masterclass Communications Manager: Fostering Leadership in Communications

Effective communication leadership is essential for communications managers. This masterclass delves into internal communications certification, helping managers become strategic leaders in communications. Through practical training, participants will enhance their leadership skills, managing various internal communication platforms and strategies, and earning certification as adept professionals in organizational communication management.