



*Training Course:  
Strategic Internal Communication Skills*

*16 - 20 December 2024  
Barcelona (Spain)  
Grupotel Gran Via 678*

## Training Course: Strategic Internal Communication Skills

Training Course code: SC235139 From: 16 - 20 December 2024 Venue: Barcelona (Spain) - Grupotel Gran Via 678  
Training Course Fees: 5775 € Euro

### Introduction

Effective internal communication is a cornerstone of organizational success in today's fast-paced and interconnected business landscape. It serves as the glue that binds teams, aligns goals, and propels innovation. However, the mere exchange of information is no longer sufficient; organizations need strategic internal communication that is purposeful, results-oriented, and adaptable. To equip professionals with the knowledge and skills necessary for mastering this critical aspect of modern business, we present a 5-day training program on Strategic Internal Communication Skills.

### Objectives

By the end of this training program, participants will:

- **Understand the Significance:** Recognize the pivotal role of internal communication in achieving organizational goals and fostering a healthy work environment.
- **Develop Communication Plans:** Construct comprehensive strategic communication plans that encompass objectives, target audiences, key messages, and channel selection.
- **Craft Compelling Messages:** Master the art of creating impactful and memorable messages that resonate with internal stakeholders.
- **Execute and Measure:** Implement communication strategies effectively and measure their impact through key performance indicators KPIs.
- **Adapt and Improve:** Cultivate the ability to adapt communication strategies based on feedback, evolving organizational needs, and changing dynamics.

### Target Audience

This training program is designed for professionals at all levels within organizations who wish to enhance their strategic internal communication skills. It is particularly beneficial for:

- **Managers and Team Leaders:** Those responsible for guiding teams and ensuring alignment with organizational objectives.
- **Human Resources Professionals:** Individuals involved in employee engagement, change management, and internal culture development.
- **Communication Specialists:** Professionals in communication and public relations roles seeking to deepen their strategic capabilities.
- **Executives and Leaders:** Senior leaders and executives interested in fostering a culture of effective communication within their organizations.
- **Any Professional:** Anyone interested in improving their ability to communicate effectively within their teams and across their organization.

## Program Outline

### Day 1: Introduction to Strategic Internal Communication

- Welcome and program overview.
- Understanding the importance of internal communication in organizations.
- The role of strategic internal communication in achieving organizational goals.
- Key components of effective internal communication.
- Case studies of successful internal communication strategies.
- Identifying communication challenges within organizations.

### Day 2: Building a Strategic Internal Communication Plan

- The strategic communication planning process.
- Setting clear communication objectives and goals.
- Identifying target audiences and their needs.
- Developing key messages and content.
- Selecting appropriate communication channels.

### Day 3: Crafting Compelling Messages

- Principles of effective message crafting.
- Techniques for making messages impactful.
- Message development exercises and examples.
- Delivering messages effectively.
- Feedback and peer discussion.

### Day 4: Implementing and Measuring Success

- Strategies for executing communication plans.
- Overcoming common implementation challenges.
- Introduction to key performance indicators KPIs.
- Methods for measuring communication impact.
- Group discussion on measurement strategies.

### Day 5: Adapting and Evolving Communication Strategies

- The importance of feedback and continuous improvement.
- Techniques for adapting strategies based on feedback.



- Group presentations: Sharing communication plans and measurement strategies.
- Peer feedback and discussion on improvement opportunities.
- Closing remarks and certificates of completion.

## Registration form on the Training Course: Strategic Internal Communication Skills

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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