



*Training Course:
Internal Communications Masterclass*

*28 December 2025 - 1 January 2026
Sharm El-Sheikh (Egypt)
Sheraton Sharm Hotel*

Training Course: Internal Communications Masterclass

Training Course code: PS1024 From: 28 December 2025 - 1 January 2026 Venue: Sharm El-Sheikh (Egypt) - Sheraton Sharm Hotel Training Course Fees: 4150 € Euro

Introduction

Effective internal communications help colleagues to work to the best of their abilities and to 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, how to manage change, and how to bring the best out of the people with whom you work.

Course Objectives of Internal Communications Masterclass

Attendance to this unique program will provide the delegates with a complete understanding of the link between leadership and organizational culture. They will have the skills to advise on how to implement change and how to properly communicate change strategies. They will have the knowledge to understand and affect workplace culture. They will have the tools to communicate a shared vision to colleagues for mutual benefit.

Upon completion of the program, 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

Course Process of Internal Communications Masterclass

This program is illustrated throughout with practical examples. It concentrates on insight, strategy, planning, practitioner skills, tools, and techniques for inspiring others.

Course Outlines of Internal Communications Masterclass

Day One

Assessing an Organisation's Culture

- 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

Day Two

Understanding the Needs of Individuals

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

Day Three

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

Day Four

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

Day Five

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

Registration form on the Training Course: Internal Communications Masterclass

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