



*Training Course:
Internal Communications Masterclass*

*29 June - 3 July 2026
Madrid (Spain)*

Training Course: Internal Communications Masterclass

Training Course code: PS8087 From: 29 June - 3 July 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € 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 training program 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.

Objectives

- 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

Target Audience

- Internal Communications Managers
- Human Resources Managers and Personnel
- Public Relations Professionals
- Team Leaders and Department Heads
- Change Management Professionals
- Customer Service Managers and Frontline Supervisors
- Organizational Development Professionals

- Executive Leadership
- Marketing and Brand Managers

Outlines

Day 1: 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 2: 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 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

Day 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

Day 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

Registration form on the Training Course: Internal Communications Masterclass

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