



*Training Course:
Internal Communications Masterclass*

*9 - 13 August 2027
Madrid (Spain)*

Training Course: Internal Communications Masterclass

Training Course code: PS1024 From: 9 - 13 August 2027 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 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

By the end of this program, participants will be able to:

- Understand the role of internal communication in shaping organizational culture and performance
- Analyze and assess existing workplace culture using structured tools and frameworks
- Develop strategies to build a positive, high-performance "can-do" culture
- Design and implement effective internal communication strategies aligned with organizational goals
- Identify and manage resistance to change within teams and departments
- Strengthen leadership communication skills to support engagement and alignment
- Use a wide range of communication tools and channels effectively across the organization
- Measure and evaluate the effectiveness of internal communication initiatives
- Communicate change initiatives clearly, consistently, and confidently
- Maintain employee engagement, morale, and productivity during change and crisis situations
- Build and communicate a shared vision that enhances collaboration and organizational success

Target Audience

This program is suitable for:

- Internal Communications Managers and Specialists
- HR Managers and HR Business Partners
- PR and Corporate Communications Professionals
- Organizational Development Professionals
- Team Leaders, Supervisors, and Department Heads
- Senior Executives and Managers responsible for culture and change
- Anyone involved in employee engagement, communication, or change management

Course 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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