



STRATEGIC Internal Communications

Course Introduction:

The recessionary global economic conditions experienced following global market turmoil in the later part of 2008 impacted on organizations across the globe. In these times, the organizations at the forefront of good business practices – including best practice internal process and communication – ensure their long-term sustainability through distinguishing themselves as “great companies” rather than just “good companies”. Many organizations in the Middle East have endured the impacts of these global influences, and the companies that are focusing on sound internal communications systems, structures and processes will no doubt reap the benefits of progressively improving their competitive position to promote the sustainability of their operations.

The **Strategic Internal Communications training course** will cover all the important internal communications challenges you face and the critical solutions and best practice you need. It will provide you with the basis for meaningful post-course application by you within your business environment.

The course will also guide you in designing a streamlined and effective internal communication strategy for your organization and teach you how to improve organizational performance through an in-depth understanding of key topics including:

- Individual Performance Agreements (IPA)
- SWOT analysis
- Hard and soft objective setting with quantity, quality, cost, people and the environment
- Neuro-linguistic techniques
- Identifying and dealing with different personality types

Course Objectives:

By the end of this seminar, delegates will be able to learn the Top 5 objectives:

1. **Formulate** a successful internal communication strategy by identifying the critical criteria
2. **Acquire** the necessary tools and techniques to assess your current internal communication processes
3. **Tailor** your messages to ensure they get noticed by your target groups
4. **Improve** your existing internal communication processes by utilizing proven, best practice models
5. **Adopt** effective methods to continuously improve your communication strategy

Who Should Attend?

This cutting edge course is created for professionals interested in maximizing internal communications in their companies. From Department Heads and HR Directors to Internal

Communications Managers and PR Managers this course is for everyone interested in engaging their employees and creating an ambassadorial workforce.

Course Outline:

Defining Your Internal Communications Objectives and Utilizing Tools To Understand The Needs Of Your Internal Customer

- ✓ Determine What You Want To Communicate
- ✓ Establish Your Target Audience
- ✓ Explore the Value Chain and the Role It Plays In Evaluating Your Internal Communications Objectives
- ✓ Formulate the Best Means of Reaching Your Audience
- ✓ Evaluate Whether Your Messages Are Reaching Your Audience
- ✓ Review Proven Methods to Identify Your Internal
- ✓ Customers – The Five Client Roles
- ✓ Learn and Leverage On Neuro-Linguistic Techniques

Assess Your Current Internal Communication Process with Proven Tools And Techniques

- ✓ Explore the Applications Of Quantity, Quality, Cost, People And The Environment (QQCPE) In Order To Determine Their Relevance To Your Internal Communication Strategy
- ✓ Understand Your Role as an Internal Consultant within Your Organization
- ✓ Overcoming Common Problems and Critical Success Factors
- ✓ Acquire the Correct Information
- ✓ Questioning and Listening For Best Results
- ✓ Reaching Consensus on Issues
- ✓ Conduct A Needs Analysis of Your Internal Communications by Gathering Internal Customer Information
- ✓ Attitude, Communication, and Awareness Surveys to Identify Your Communication Objectives
- ✓ How to analyze Survey Data and Provide Feedback to Internal Customers

Utilize Techniques to Ensure the Effective Delivery Of Your Communications Strategy

- ✓ SWOT Analysis Of Your Department's Communication Ability Using Your Internal Customers Responses
- ✓ Identify Responses That Will Determine Critical Success Factors Of Your Internal Communications Efforts
- ✓ Utilize Specific Assessing Skills And Support Systems Required To Carry Out Your Strategy Effectively
- ✓ Identify The Importance Of An Individual Performance Agreement (IPA)

- ✓ Develop And Enter Into Service Level Agreements (SLAs) With Your Internal Customers To Ensure The Effective Execution Of Your Communication Strategy
- ✓ Methods To Improve The Perception Of Your Department
- ✓ Utilize Critical Guidelines For 100% Professionalism In Your Department

Building an Essential Communication Framework and Developing Your Strategic Plan

- ✓ The Strategic Environment
- ✓ Strategic Analysis
- ✓ Strategy Implementation
- ✓ Formulating Strategic Action Plans
- ✓ The Strategic Framework

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

