

Strategic Internal Communication Skills

INTRODUCTION

- This Strategic Internal Communication Skills training course uses current research which shows that internal communications can be a powerful agent of change, driving the honest and regular discussion on topics essential to staff morale. This, in turn, affects their loyalty, commitment, and purpose, which directly impacts customer satisfaction and dedication and the organisation's bottom line.
- Excellent internal communication ensures that everyone works towards a common goal. It develops a cohesive culture and empowers employees to make the right decisions in line with the organisation's strategy. Effective internal communication has benefits for both the organisation and employees.

This training course will highlight the achievement of:

- Employee Engagement
- Cohesive Company Culture
- Clear goals that are understood by all
- Customer Satisfaction
- Enhanced Transparency
- Increase Productivity



OBJECTIVES

This Strategic Internal Communication Skills training course is designed to achieve the following objectives:

- Align all employees with the corporate strategy and plan
- Increase staff trust, openness, and engagement
- Help motivate staff to 'go the extra mile' in creativity and commitment
- Open channels of feedback to reduce rumours, increase company knowledge sharing and reduce reputational risk
- Increase customer satisfaction through more open, aligned and informed staff
- Measure the impact of more effective internal communication

TRAINING METHODOLOGY

- This Strategic Internal Communication Skills training course is an activity and discussion-based. Formal presentations will be balanced by a range of case studies, practice problems, and group discussions. Sharing the experience of the participants is an important feature, and delegates will have the opportunity to discuss their projects or challenges in an environment focusing on solving those problems. Real examples presented on video are a substantial part of the course.

ORGANISATIONAL IMPACT

Impact on the organisation from participants in attending Strategic Internal Communication Skills training course includes the following benefits:

- Focusing and increasing effort expended in implementing the strategic plan
- Increasing staff engagement and loyalty
- Improving information flow and staff morale
- Creating a virtuous upward circle of customer satisfaction and loyalty
- Stimulating additional discretionary effort
- Being able to measure and prove the effectiveness of internal communication

PERSONAL IMPACT

- Gaining a powerful communication toolkit to supercharge the effectiveness
- Gaining more significant stakeholder "buy-in" and influence
- Understanding how to generate rich content to make comms channels grab attention
- Creating high impact presentation and facilitation communication skills
- Overcome resistance of staff members to change
- Demonstrating effectiveness to the "C Suite"

WHO SHOULD ATTEND?

This Strategic Internal Communication Skills training course is of direct relevance to anyone in the organisation concerned with developing or driving strategy:

- Senior Managers responsible for overseeing vital parts of the strategic plan
- Corporate Strategy Specialists
- Managers and Supervisors responsible for delivering part of the strategic plan
- Team Leaders who must manage both people and projects

- Corporate Communication and HR Specialists

Course Outline

The Essential Elements of a Strategy and Strategic Plan

- Understanding the Strategic Journey
- Developing the “Strategy Roadmap” and Communication Plan
- Assessing the need for Internal Communications
- Understanding and Developing the Strategic Pillars of Communication
- Avoiding Internal Communication Pitfalls

Internal Communication Options and Technologies

- Building Solid Communication Channels Up, Down and Across the Organisation
- Developing a Strategic Purpose
- Defining the Tools and Framework for Internal Communications
- Setting Clear Goals and KPIs
- Leading and Communicating Across a Diverse Workforce

Communicating in a Virtual Environment

- Using Multiple Forms of Media for Distance Communications
- Using Virtual Organization Tools for Calendar, Time and Media Management
- Communicating across Multi-geographical Dispersed Resources
- Online Virtual Coaching Performance
- Conducting Virtual Meetings Effectively

Communicating Indicators of Change

- The Dynamics of Change – Psychological and Physical Cycle
- Dealing with the Psychological Impact of Change
- How to Motivate and Inspire Performance
- Communicating the Strategic Changes in a Positive Manner
- Communicating the “Burning Platform” Message of Change

Convincing others of the Value of your Plans

- “Selling” Your Internal Communication Plan and Programme to Top Management
- Styles of Communication and How and When to Employ Them with Effect
- Managing Self and Learn to Choose Positive Behaviours