

Course Overview:

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 organization'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 organization's strategy. Effective internal communication has benefits for both the organization and employees.

Course Objective:

- 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

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 Organization
- 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**Training Language:**

EN

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

Venue | Date | Fees

Jubail | 18-05-2025 | 17,250 SAR
Khobar | 14-09-2025 | 14,375 SAR

- “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 Behaviors
- Measuring the Impact of Your Internal Communications
- Planning an Action and Setting-up a Strategic Communication Plan

Who Should Attend:

- 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