

Developing an Internal Communication Strategy

2 Days

BGIN

OVERVIEW

This course will equip participants to establish an effective strategy for communication within the company.

DESIGNED FOR

Middle and senior managers; human resources managers; other staff responsible for planning or structuring internal communications with the company.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Clarify the objectives and desired outcomes of an internal communications strategy.
- Plan an information campaign.
- Explain the role of different players in the strategy.
- Know how to involve different players in the strategy.
- Assess the success of the strategy.

TOPICS COVERED

- Defining the target audience and their needs and benefits
- Identifying the key players
- Influencing the key players
- Establishing criteria of success
- Information campaigns and tactics
- Timing and gaining feedback

EXTRA NOTES

An equivalent course is available in Arabic and French. Please call us for details.