

€ TRAINING

Strategic Communication





Strategic Communication

Introduction:

This training program is designed to equip participants with the skills and strategies necessary to communicate effectively in a variety of contexts. It empowers participants with the skills needed to influence, inspire, and achieve desired outcomes through strategic communication initiatives.

Program Objectives:

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

- Understand the importance of strategic communication in organizational success.
- Develop the skills needed to craft clear, compelling, and persuasive messages.
- Identify key stakeholders and tailor messages to their needs and interests.
- Use different communication channels effectively to reach target audiences.
- Build strong relationships and foster collaboration through effective communication.

Targeted Audience:

- Managers and team leaders.
- Communication professionals.
- Marketing and public relations professionals.

Program Outline:

Unit 1:

Understanding Strategic Communication:

- Introduction to Strategic Communication.
- Importance of strategic communication in organizational success.
- Key principles and concepts of strategic communication.
- Case studies and examples of effective strategic communication.

Unit 2:

Crafting Clear and Compelling Messages:

- Understanding your audience.
- Message development and framing.
- Using storytelling techniques to engage and persuade.
- Writing for different communication channels email, presentations, reports.

Unit 3:

Tailoring Messages to Key Stakeholders:

- Identifying key stakeholders.
- Understanding stakeholder needs and interests.
- Adapting messages to different audiences.
- Building credibility and trust through effective communication.

Unit 4:

Using Communication Channels Effectively:

- Overview of communication channels face-to-face, email, social media.
- Choosing the right channel for your message.
- Best practices for communicating through different channels.
- Strategies for effective virtual communication.

Unit 5:

Building Strong Relationships through Communication:

- Importance of building strong relationships in the workplace.
- Active listening and empathic communication.
- Conflict resolution and negotiation techniques.
- Strategies for fostering collaboration and teamwork through effective communication.