

# € TRAINING

Advanced Internal Communication Skills



16 - 27 September 2024  
Casablanca (Morocco)  
New Hotel



# Advanced Internal Communication Skills

REF: Q1494 DATE: 16 - 27 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This training program offers comprehensive instruction on fostering effective communication within institutional settings. Through theoretical learning and practical exercises, this program equips individuals with the skills needed to navigate internal communication challenges and foster a culture of open dialogue and engagement within institutions.

## Program Objectives:

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

- Listen to skills and asking questions.
- Communicate Nonverbally.
- Negotiate and plan processes.
- Deal with the most difficult negotiators.
- Use the negotiation schema.
- Self-assessment after negotiation.
- Plan and conduct technical and non-technical negotiations.
- Be technically great and deal with negotiators.

## Targeted Audience:

- Managers and team leaders responsible for facilitating internal communication within institutions.
- Human resources professionals seeking to enhance communication practices and employee engagement.
- Communication specialists tasked with developing and implementing internal communication strategies.
- Employees at all levels interested in improving their communication skills within institutional settings.
- Stakeholders involved in organizational development and fostering a positive workplace culture.

## Program Outlines:

Unit 1:

## Understanding Internal Communication in Institutions:

- Overview of internal communication and its significance within institutions.
- Identifying key stakeholders and understanding their communication needs.
- Exploring the role of internal communication in fostering organizational culture.
- Understanding the impact of effective internal communication on employee engagement and productivity.
- Recognizing common challenges and barriers to internal communication within institutions.

## Unit 2:

### Developing Internal Communication Strategies:

- Setting clear communication objectives aligned with institutional goals.
- Crafting tailored communication messages for different audiences and channels.
- Establishing communication protocols and channels for information dissemination.
- Creating feedback mechanisms to encourage two-way communication.
- Implementing strategies to ensure consistency and transparency in internal communications.

## Unit 3:

### Enhancing Written Communication Skills:

- Understanding the principles of effective written communication.
- Practicing clarity, conciseness, and professionalism in written messages.
- Developing skills in drafting emails, memos, reports, and other written communications.
- Incorporating branding and institutional tone in written materials.
- Proofreading and editing written documents for accuracy and clarity.

## Unit 4:

### Mastering Verbal Communication Techniques:

- Developing active listening skills to understand colleagues and stakeholders.
- Practicing clear and articulate verbal communication in meetings and presentations.
- Using non-verbal cues effectively to enhance communication impact.

- Handling challenging conversations and conflicts with professionalism and empathy.
- Building rapport and fostering positive relationships through verbal communication.

## Unit 5:

### Leveraging Digital Communication Platforms:

- Exploring the use of digital tools and platforms for internal communication.
- Understanding the features and functionalities of email, intranet, and collaboration software.
- Leveraging social media platforms for internal networking and knowledge sharing.
- Ensuring security and privacy in digital communication channels.
- Integrating digital communication platforms with existing institutional processes.

## Unit 6:

### Effective Team Communication:

- Establishing clear goals and expectations for team communication.
- Facilitating open and inclusive discussions within teams.
- Implementing strategies for effective remote communication and collaboration.
- Resolving conflicts and addressing communication breakdowns within teams.
- Encouraging feedback and continuous improvement in team communication practices.

## Unit 7:

### Cross-Functional Communication:

- Understanding the importance of cross-functional communication in institutions.
- Facilitating communication and collaboration between different departments and teams.
- Breaking down silos and fostering a culture of knowledge sharing and cooperation.
- Implementing strategies to overcome barriers to cross-functional communication.
- Aligning cross-functional communication efforts with institutional objectives.

## Unit 8:

## Crisis Communication Preparedness:

- Developing a crisis communication plan tailored to institutional needs and risks.
- Establishing crisis communication protocols and procedures.
- Training staff on crisis communication roles and responsibilities.
- Anticipating potential crises and preparing key messages and responses in advance.
- Testing and refining crisis communication strategies through simulations and drills.

## Unit 9:

### Managing Change Communication:

- Understanding the impact of change on internal stakeholders.
- Communicating change initiatives effectively to gain buy-in and support.
- Addressing concerns and managing resistance to change through transparent communication.
- Providing regular updates and feedback on the progress of change initiatives.
- Celebrating successes and milestones to maintain morale during periods of change.

## Unit 10:

### Measuring and Evaluating Internal Communication Effectiveness:

- Establishing key performance indicators KPIs to measure internal communication outcomes.
- Conducting surveys, feedback sessions, and focus groups to gather insights from stakeholders.
- Analyzing data to assess the effectiveness of internal communication strategies and channels.
- Identifying areas for improvement and implementing corrective actions.
- Continuously evaluating and adapting internal communication approaches to meet evolving institutional needs.