

# € TRAINING

Internal Communications Masterclass



29 July - 2 August 2024  
Madrid (Spain)



# Internal Communications Masterclass

REF: C551 DATE: 29 July - 2 August 2024 Venue: Madrid (Spain) - Fee: 5850 Euro

## Introduction:

Effective internal communications help colleagues to work to the best of their abilities and to develop their skills to ensure everyone is focused on achieving an organization's goals.

Organizations are only as good as their weakest link. Poor customer service could spoil the work of expensive advertising and marketing campaigns. Employees are also front line ambassadors for organizations and should be nurtured as a powerful tool for recommendations and referrals.

A good internal communications strategy promotes well being and productivity and makes people feel valued. Research shows that job satisfaction rather than financial reward is often a stronger motivation for loyalty.

This conference shows how to develop a dynamic corporate culture, how to manage change, and how to bring the best out of the people with whom you work.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Understand how workplace culture is developed, how to develop it and how to put a value on it
- Understand the communication tools needed to create a "can do" attitude among colleagues
- Generate a universal willingness for the company or organization to succeed, especially by generating new ideas
- Provide better customer focus and service
- Develop tools and techniques for identifying resistance to change and managing it

## Targeted Audience:

- HR Staff
- Managers, Supervisors, and Team Leaders
- All Employees Among All Departments and Levels

## Conference Outlines:

### Unit 1: Assessing an Organisation's Culture:

- The role of internal communications
- Identifying an organization's culture - definitions and models
- Building a shared vision
- The internal communications audit
- Who sets the culture?
- Objective setting
- Personal presentation exercise

## Unit 2: Understanding the Needs of Individuals:

- Internal communications strategy
- The relationship between Human Resources and Public Relations
- Resistance to change
- Understanding how individuals are affected by the change
- The role of managers in internal communications programs
- Personal presentation exercise

## Unit 3: Using the Full Range of Communications Tools:

- The tools for communication: from the notice board to Twitter
- Evaluation: how to measure success
- Internal communications action plan
- The power of brands
- Personal presentation exercise

## Unit 4: How to React in a Crisis:

- Managing internal communications in a crisis
- Choosing your crisis team
- The importance of leaders being visible
- Be honest and tell your colleagues first
- Personal presentation exercise

## Unit 5: Maintaining and Enhancing Performance Levels:

- Comprehensive performance assessment
- Boosting low morale
- Recognizing achievement
- Analysis of successful internal communications strategies
- How government and top companies manage messages
- Personal presentation exercise