



Internal Communications Masterclass



7 - 11 April 2025



Madrid (Spain)

Internal Communications Masterclass

course code: M1024 From: 7 - 11 April 2025 Venue: Madrid (Spain) - course Fees: 4500 Euro

The Course

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

Organisations 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 organisations 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 course 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.

The Goals

Attendance to this unique programme will provide the delegates with complete understanding of the link between leadership and organisational culture. They will have the skills to advise on how to implement change and how to properly communicate change strategies. They will have the knowledge to understand and affect workplace culture. They will have the tools to communicate a shared vision to colleagues for mutual benefit.

Upon completion of the programme, 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 organisation 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

The Process

This programme is illustrated throughout with practical examples. It concentrates on insight, strategy, planning, practitioner skills, tools and techniques for inspiring others.

The Programme Content

Day One

Assessing an Organisation's Culture

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

Day Two

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 change
- The role of managers in internal communications programmes
- Personal presentation exercise

Day Three

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

Day Four

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

Day Five

Maintaining and Enhancing Performance Levels

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

