

## **Strategic Internal Communication Skills**

### **DAY 1**

#### **The Essential Elements of a Strategy and Strategic Plan**

- Understanding the Strategic Journey
- Developing the “*Strategy Roadmap*” and Communication Plan
- Assessing the need for Internal Communications
- Understanding and Developing the Strategic Pillars of Communication
- Avoiding Internal Communication Pitfalls

### **DAY 2**

#### **Internal Communication Options and Technologies**

- Building Solid Communication Channels Up, Down and Across the Organisation
- Developing a Strategic Purpose
- Defining the Tools and Framework for Internal Communications
- Setting Clear Goals and KPIs
- Leading and Communicating Across a Diverse Workforce

### **DAY 3**

#### **Communicating in a Virtual Environment**

- Using Multiple Forms of Media for Distance Communications
- Using Virtual Organization Tools for Calendar, Time and Media Management
- Communicating across Multi-geographical Dispersed Resources
- Online Virtual Coaching Performance
- Conducting Virtual Meetings Effectively

### **DAY 4**

#### **Communicating Indicators of Change**

- The Dynamics of Change – *Psychological and Physical Cycle*
- Dealing with the Psychological Impact of Change
- How to Motivate and Inspire Performance

- Communicating the Strategic Changes in a Positive Manner
- Communicating the “*Burning Platform*” Message of Change

## **DAY 5**

### **Convincing others of the Value of your Plans**

- “Selling” Your Internal Communication Plan and Programme to Top Management
- Styles of Communication and How and When to Employ Them with Effect
- Managing Self and Learn to Choose Positive Behaviours
- Measuring the Impact of Your Internal Communications
- Planning an Action and Setting-up a Strategic Communication Plan