

# € TRAINING

Effective Internal Communications and  
Employee Engagement Masterclass





# Effective Internal Communications and Employee Engagement Masterclass

## Introduction:

This course demonstrates how engaging with senior teams and building line manager capability connects employees with organizational goals. Improving engagement correlates with improving performance. This course is designed to tune-up and strengthen participants' understanding of, and skills in, various aspects of internal communications and employee engagement, as well as to bring examples of best practices from diverse organizations.

The current environment is dominated by management efforts to ensure that all levels of employees respond to significant changes in their internal and external environments. In this context, the ability to harness internal communications and engage employees is a pre-requisite of successful organizational transformation, that is, a transformation that reflects and effectively deals with the complex impacts of shifting economic, social, and demographic realities.

## Course Objectives:

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

- Learn how to identify critical criteria that assist you in formulating a successful internal communications strategy.
- Acquire the necessary tools and techniques to assess your current internal communications processes.
- Tailor your messages to ensure they get noticed by your target groups.
- Gain insight into proven, best practice models that provide a basis for improving your existing internal communications processes.
- Adopt effective methods to continuously improve your communications strategy.
- Explore how employees can become brand ambassadors.
- Articulate how internal communications and employee engagement impact on organizational success.
- Discuss different communication styles and responsibilities.
- Create effective internal communications strategies that support organizational objectives.

## Targeted Audience:

- Professionals interested in maximizing internal communications in their companies
- Employees from Department Heads and HR Directors to Internal Communications Managers and PR Managers
- This course is for everyone interested in engaging their employees and creating an ambassadorial workforce.

## Course Outlines:

### Unit 1 :

#### What is Internal Communications and Employee Engagement:

- Definitions, principles, and linkages.
- Issues and drivers of public sector internal communications and employee engagement.
- Understanding and using "impact mapping" to drive internal communications.
- Key issues and challenges in internal communications and employee engagement.

## Exercise: Internal Communications and Employee Engagement Organizational Health Quiz

### Approaches to Internal Communications and Employee Engagement:

- Addressing diverse internal communications and engagement needs.
- From "corporate" to "HR" to "change" to "crisis communications".
- Different communications flows and applications.

### Unit 2 :

#### Tools and Techniques for Effective Internal Communications and Employee Engagement:

- What works.
- What doesn't work?
- How do we find out?
- Integrating internal communications and employee engagement.
- Internal social media engagement.
- Do's and don'ts of internal communications research, monitoring, and evaluation.

#### Storytelling That Helps People Remember Messages:

- Power of stories in the workplace.
- Developing memorable stories people love to hear.
- Bringing stories to life.
- Communicating an unfolding story.

### Unit 3 :

#### Multicultural Audiences - Creating Cohesion in Multicultural Teams:

- Misunderstandings & confusion when English is a second language.
- Overcoming distrust & antagonism.
- Dealing with different work ethics, hierarchies, sensitivities, expectations.
- Other issues - corruption, the pace of change, legislation & regulation, time zones.

#### Effective Evaluation That Demonstrates Value With Minimal Resources:

- Aligning objectives to organizational goals.
- Methodologies and their practical application.
- Structuring & presenting recommendations.
- Using internal communications can be used to support organizational mission, vision, values, and business objectives.

### Unit 4 :

#### Integrated Strategic Approach to Internal Communications and Employee Engagement:

- Linkages to organizational strategies and business plans.
- Internal versus external communications.
- Building an internal communications strategy and action plan.

### Developing Trust and Personal Credibility with Leaders:

- Ensuring your views are heard.
- Helping leaders value internal communications.
- Helping line managers become more effective communicators.

### Unit 5 :

#### Multicultural Audiences - Creating Cohesion in Multicultural Teams:

- Misunderstandings & confusion when English is a second language.
- Overcoming distrust & antagonism.
- Dealing with different work ethics, hierarchies, sensitivities, expectations.
- Other issues - corruption, the pace of change, legislation & regulation, time zone.

#### Empowering Employees Through Social Media:

- Ensuring your views are heard.
- Helping leaders value internal communications.
- Helping line managers become more effective communicators.
- Communication and storytelling to win employees' commitment to change and a sense of belonging.