€TRAINING

Effective Internal Communications and Employee Engagement

4 - 8 August 2024
Amman (Jordan)
ibis Amman

Effective Internal Communications and Employee Engagement

REF: Q1412 **DATE:** 4 - 8 August 2024 **Venue:** Amman (Jordan) - ibis Amman **Fee:** 3350 Euro

Introduction:

This training program is designed to empower organizations with the skills and techniques needed to cultivate a culture of clear communication and high employee engagement. By mastering these essential techniques, organizations can enhance productivity, collaboration, and employee satisfaction.

Program Objectives:

At the end of this program, 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.

Program Outlines:

Unit 1:

Foundations of Internal Communication:

- Understanding the importance of internal communication for organizational success: Establishing the link between effective communication and employee engagement.

- Identifying key stakeholders and communication channels: Analyzing the needs and preferences of different employee groups.

- Crafting clear and concise messages: Ensuring information is easily understandable and relevant to employees' roles and responsibilities.

- Implementing feedback mechanisms: Encouraging open communication and actively soliciting input from employees.

- Assessing communication effectiveness: Utilizing metrics and feedback to evaluate the impact of internal communication initiatives.

Unit 2:

Building a Communication-Driven Culture:

- Fostering transparency and trust: Creating an environment where employees feel valued and informed.

- Empowering employee voice: Encouraging participation and dialogue through forums such as town halls and suggestion boxes.

- Promoting inclusivity and diversity in communication: Ensuring that communication initiatives cater to the needs of all employees.

- Leveraging storytelling and narrative: Engaging employees by sharing compelling stories that reinforce organizational values and goals.

- Developing leaders as communication champions: Providing training and support to leaders to effectively communicate and cascade messages throughout the organization.

Unit 3:

Harnessing Technology for Communication Excellence:

- Exploring digital communication platforms: Understanding the benefits and best practices of tools such as intranet portals, email newsletters, and collaboration software.

- Leveraging social media for internal communication: Harnessing the power of platforms like Yammer, Slack, or Workplace to facilitate real-time communication and collaboration.

- Integrating multimedia elements: Incorporating video messages, podcasts, and infographics to enhance engagement and understanding.

- Ensuring accessibility and security: Implementing measures to safeguard sensitive information while ensuring communication is accessible to all employees.

- Monitoring and adapting to technological advancements: Staying abreast of new tools and trends to

continually improve internal communication practices.

Unit 4:

Strategies for Employee Engagement:

- Establishing a shared sense of purpose: Aligning employees with the organization's mission, vision, and values.

- Providing opportunities for skill development and growth: Offering training programs, mentorship, and career advancement paths.

- Recognizing and rewarding achievements: Implementing systems to celebrate employee contributions and milestones.

- Cultivating a positive work environment: Creating spaces and initiatives that promote work-life balance, wellness, and camaraderie.

- Soliciting and acting on employee feedback: Using surveys, focus groups, and one-on-one meetings to understand employee sentiment and address concerns.

Unit 5:

Continuous Improvement and Evaluation:

- Conducting regular communication audits: Assessing the effectiveness of communication channels, messages, and strategies.

- Gathering and analyzing employee feedback: Using data-driven insights to identify areas for improvement and refine communication practices.

- Benchmarking against industry standards: Comparing internal communication metrics and practices with those of peer organizations.

- Implementing iterative changes: Testing new approaches and measuring their impact before scaling up.

- Cultivating a culture of continuous learning: Encouraging experimentation and adaptation to ensure internal communication remains relevant and effective.