

# € TRAINING

Internal Communications



12 - 16 August 2024  
Dusseldorf (Germany)



# Internal Communications

REF: Q25 DATE: 12 - 16 August 2024 Venue: Dusseldorf (Germany) - Fee: 5940 Euro

## Introduction:

This training program is designed to elevate employees' proficiency in communicating effectively within the organization. It strives to nurture a culture of openness, involvement, and unity, with the ultimate goal of enhancing internal communication dynamics and propelling overall organizational achievement.

## Program Objectives:

At the end of this program, 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.
- Team Leaders.
- All Employees Among All Departments and Levels.

## Program 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.