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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Introduction to internal communication

Code	City	hotel	Start	End	price	Language - Hours
PR-704SA	Al Baha	Hotel Meeting	2027-05-30	2027-06-03	10950 SR	En - 25

Course Introduction:

Effective internal communication is essential for building a strong organizational culture, improving employee engagement, and ensuring clear messaging across all levels of a company. Well-structured internal communication enhances teamwork, transparency, and productivity, leading to a more cohesive and efficient work environment.

This training program provides professionals with an understanding of the fundamentals of internal communication, key communication channels, and strategies for fostering collaboration and engagement within an organization.

Through real-world case studies, interactive discussions, and practical exercises, participants will gain insights into best practices for developing and implementing internal communication strategies.

Course Objectives:

By the end of this course, participants will be able to:

- Understand the principles and importance of internal communication.
- Identify key internal communication channels and tools.
- Develop strategies to improve team collaboration and engagement.
- Create effective messages tailored for different internal audiences.
- Manage communication during organizational change and crisis situations.
- Evaluate the effectiveness of internal communication strategies.

Target Audience:

- HR and Internal Communication Professionals.
- Corporate Communication and PR Officers.
- Business Leaders and Managers.
- Employee Engagement and Change Management Specialists.
- Team Leaders and Supervisors.
- Anyone responsible for improving workplace communication.

Course Content:

Fundamentals of Internal Communication

- Definition and role of internal communication in organizations.
- The impact of effective communication on employee engagement.
- Barriers to internal communication and how to overcome them.
- The role of leadership in fostering a strong communication culture.
- Best practices in corporate internal communication.
- Case study: How leading organizations implement strong internal communication strategies.

Internal Communication Channels and Tools

- Traditional vs. digital internal communication methods.
- Email, newsletters, and intranet best practices.
- Social media and collaboration platforms (Microsoft Teams, Slack, etc.).
- Face-to-face vs. virtual communication effectiveness.
- Choosing the right communication channels for different audiences.
- Workshop: Designing an internal communication plan for an organization.

Crafting Effective Messages and Storytelling

- Writing clear and compelling internal messages.
- Adapting communication styles for different teams and departments.
- The power of storytelling in internal communication.
- Creating engaging presentations and internal reports.
- Visual communication: Infographics, videos, and multimedia tools.
- Practical exercise: Crafting an internal company announcement.

Managing Change and Crisis Communication

- Communicating change effectively to minimize resistance.
- Strategies for handling internal crises and sensitive situations.
- Building trust and credibility through transparent communication.
- Crisis response plans and internal emergency messaging.
- The role of HR and leadership in change communication.
- Case study: How companies successfully managed crisis communication.

Evaluating and Improving Internal Communication Strategies

- Measuring the effectiveness of internal communication.
- Employee feedback, surveys, and engagement metrics.
- Continuous improvement and adapting communication strategies.
- Implementing a long-term internal communication plan.
- Best practices for sustaining an effective communication culture.

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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