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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: Strategic internal communication

Code	City	hotel	Start	End	price	Language - Hours
PR-399SA	Al Khobar	Hotel Meeting	2027-05-30	2027-06-03	9950 SR	En - 25

Introduction

This course demonstrates how engaging with senior teams and building line manager capability connects employees with organisational goals. Improving engagement correlates with improving performance.
This course provides the basic knowledge needed to work in the field of internal communication. It explores the role of internal communication as part of the broader communication mix and how it makes a positive contribution to the performance of any organisation.

Who should attend

Suitable for senior communication professionals and those in HR who are responsible for internal communication and staff engagement.Suitable for those who are new to the field of internal communication or with limited experience. Also, those who may have experience in other communication areas or be completely new to the discipline of communications.

What to expect

- earn from other delegates on the workshop by sharing experiences as well as learning from the course trainer.
- case studies to exemplify good practice.
- practical application of theoretical models and concepts
- practical exercises
- group discussions.

Course Objectives

Participation in the course will provide you with the knowledge to:

- understand the role of internal communications and how it fits into the broader communications mix
- identify and engage with stakeholders
- understand the scope of internal communication tools, their advantages and limitations, enabling delegates to select and maximise the effectiveness of techniques for individual situations.
- articulate why effective internal communication and staff engagement are critical to business success
- identify how line managers are the vital links between the executive and operational levels
- understand the role of emotional hooks in motivating individuals
- improve the quality of conversations with employees
- involve employees in decision-making
- effect change through effective staff engagement
- evaluate the effectiveness of internal communication strategies against business success.

Understanding Internal Communications

- **Introduction and Course Overview**
  - Welcome and introduction to the course
  - Overview of course objectives and agenda
- **The Role of Internal Communications**
  - Definition and importance of internal communication
  - How internal communication fits into the broader communication mix
- **Case Studies: Best Practices in Internal Communications**
  - Analysis and discussion of successful internal communication case studies
- **Group Discussion: Sharing Experiences**

- Participants share their experiences and challenges in internal communication
- **Practical Exercise: Communication Audit**
  - Conducting a communication audit within the organization to identify strengths and weaknesses

Stakeholder Engagement

- **Identifying and Engaging with Stakeholders**
  - Who are the stakeholders in internal communication?
  - Strategies for stakeholder engagement
- **Practical Application of Engagement Strategies**
  - Real-world examples and application of stakeholder engagement strategies
- **Group Activity: Stakeholder Mapping**
  - Creating a stakeholder map for participants' organizations
- **Interactive Workshop: Role-Playing Stakeholder Meetings**
  - Role-playing exercises to practice engaging with different stakeholders

Communication Tools and Techniques

- **Internal Communication Tools: Advantages and Limitations**
  - Overview of various internal communication tools
  - Selecting the right tools for different situations
- **Practical Exercise: Tool Selection and Implementation**
  - Practical exercise on selecting and implementing communication tools
- **Group Discussion: Tool Effectiveness**
  - Discussion on the effectiveness of different tools in various contexts
- **Interactive Session: Tool Demonstrations**
  - Demonstrating different internal communication tools in practice

Enhancing Staff Engagement

- **Articulating the Importance of Effective Internal Communication**
  - Why effective internal communication is critical to business success

- **Line Managers as Vital Links**
  - Understanding the role of line managers in internal communication
- **Emotional Hooks in Motivating Individuals**
  - Exploring emotional intelligence and its impact on communication
- **Practical Exercise: Improving Conversations with Employees**
  - Techniques for enhancing conversations with employees
- **Group Discussion: Employee Involvement in Decision-Making**
  - Strategies for involving employees in decision-making processes

Evaluating Communication Strategies

- **Effective Staff Engagement Techniques**
  - Identifying techniques for effective staff engagement
- **Evaluating Communication Effectiveness**
  - How to evaluate the effectiveness of internal communication strategies against business success
- **Group Activity: Strategy Evaluation**
  - Participants evaluate existing communication strategies in their organizations
- **Final Reflection and Action Planning**
  - Reflecting on key learnings and developing action plans for implementation
- **Wrap-Up and Closing**
  - Summary of the course, feedback collection, and next steps

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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