PR & Media · PR119

Internal Communication Skills Strategies

Madrid · 28 Dec 2026 - 1 Jan 2027

Date	Venue	Duration
28 Dec 2026 - 1 Jan 2027	**Madrid**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**PR119**	**English**

Introduction

This Internal Communication Skills Strategies training course is based on current research that shows that internal communications are frequently a powerful agent of change, driving honest and regular discussion on topics important to employee morale. This, in turn, affects their loyalty, commitment, and purpose, which has a direct impact on customer satisfaction and dedication, and thus the bottom line of the organisation.
Excellent internal communication ensures that everyone is working toward the same goal. It fosters a cohesive culture and empowers employees to make sound decisions in accordance with the organisation's strategy. Internal communication that is effective benefits both the organisation and the employees.

This training course will highlight the achievement of:

- Employee Engagement
- Cohesive Company Culture
- Clear goals that are understood by all
- Customer Satisfaction
- Enhanced Transparency
- Increase Productivity

Course Objectives of Internal Communication Skills Strategies

This Internal Communication Skills Strategies training course is meant to realise the subsequent objectives:

- Align all employees with the company strategy and plan
- Increase staff trust, openness, and engagement
- Help motivate staff to ‘go the additional mile’ in creativity and commitment
- Open channels of feedback to scale back rumours, increase company knowledge sharing and reduce reputational risk
- Increase customer satisfaction through more open, aligned and informed staff
- Measure the impact of simpler internal communication

Course Methodology of Internal Communication Skills Strategies

This Internal Communication Skills Strategies training course is an activity and discussion-based. Formal presentations are going to be balanced by a variety of case studies, practice problems, and group discussions. Sharing the experience of the participants is a crucial feature, and delegates will have the chance to debate their projects or challenges in an environment that specialise in solving those problems. Real examples presented on video are a considerable a part of the course.

Organisational Impact of Internal Communication Skills Strategies

Impact on the organisation from participants in attending Internal Communication Skills Strategies training course includes the subsequent benefits:

- Focusing and increasing effort expended in implementing the strategic plan
- Increasing staff engagement and loyalty
- Improving information flow and staff morale
- Creating a virtuous upward circle of customer satisfaction and loyalty
- Stimulating additional discretionary effort
- Being ready to measure and prove the effectiveness of internal communication

Personal Impact of Internal Communication Skills Strategies

The participants of this Internal Communication Skills Strategies training course enjoy many benefits personally and professionally:

- Gaining a strong communication toolkit to supercharge the effectiveness
- Gaining more significant stakeholder "buy-in" and influence
- Understanding the way to generate rich content to form comms channels grab attention
- Creating high impact presentation and facilitation communication skills
- Overcome resistance of staff members to vary
- Demonstrating effectiveness to the “C Suite”

Target Audience of Internal Communication Skills Strategies

This Internal Communication Skills Strategies Skills training course is of direct relevance to anyone within the organisation concerned with developing or driving strategy:

- Senior Managers liable for overseeing vital parts of the strategic plan
- Corporate Strategy Specialists
- Managers and Supervisors liable for delivering a part of the strategic plan
- Team Leaders who must manage both people and projects
- Corporate Communication and HR Specialists

Course Outlines of Internal Communication Skills Strategies

DAY 1

The Essential Elements of a technique and Strategic Plan

- Understanding the Strategic Journey
- Developing the “Strategy Roadmap” and Communication Plan
- Assessing the necessity for Internal Communications
- Understanding and Developing the Strategic Pillars of Communication
- Avoiding Internal Communication Pitfalls

DAY 2

Internal Communication Options and Technologies

- Building Solid Communication Channels Up, Down and Across the Organisation
- Developing a Strategic Purpose
- Defining the Tools and Framework for Internal Communications
- Setting Clear Goals and KPIs
- Leading and Communicating Across a various Workforce

DAY 3

Communicating during a Virtual Environment

- Using Multiple sorts of Media for Distance Communications
- Using Virtual Organisation Tools for Calendar, Time and Media Management
- Communicating across Multi-geographical Dispersed Resources
- Online Virtual Coaching Performance
- Conducting Virtual Meetings Effectively

DAY 4

Communicating Indicators of Change

- The Dynamics of Change – Psychological and Physical Cycle
- Dealing with the Psychological Impact of Change
- How to Motivate and encourage Performance
- Communicating the Strategic Changes during a Positive Manner
- Communicating the “Burning Platform” Message of Change

DAY 5

Convincing others of the worth of your Plans

- “Selling” Your Internal Communication Plan and Programme to Top Management
- Styles of Communication and the way and When to use Them with Effect
- Managing Self and Learn to settle on Positive Behaviours
- Measuring the Impact of Your Internal Communications
- Planning an Action and Setting-up a Strategic Communication Plan

Register or ask about this course online

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