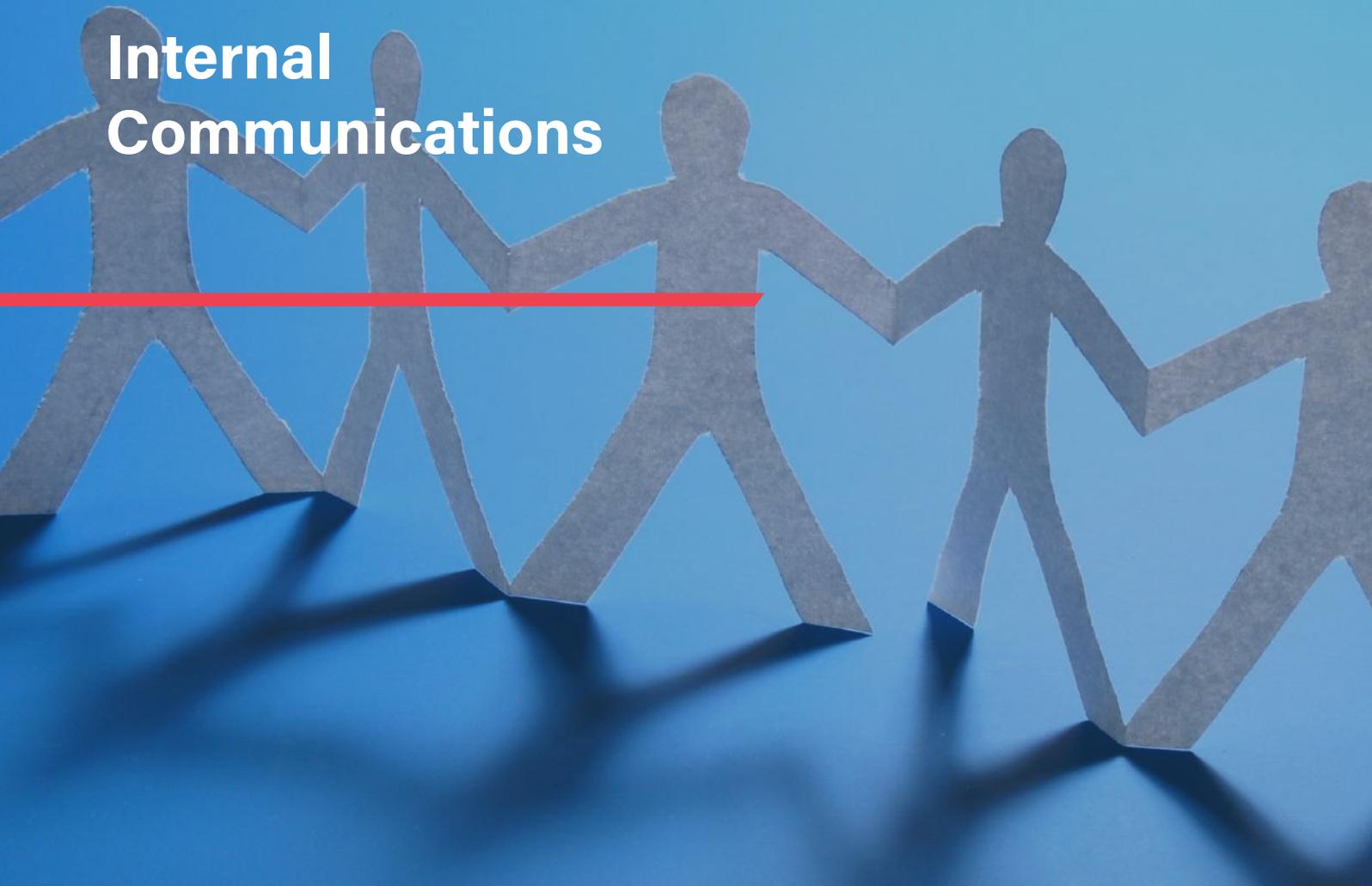




International School
of Communication

**Internal
Communications**



**SHORT COURSES
FOR PROFESSIONALS**

Internal Communications



Course overview

This one-day intermediate training course covers employee communications from strategy to execution. You will learn best practice in building internal communication strategies that raise motivation, productivity and collaboration. Topics include internal communication strategy, planning, platforms, tools and campaigns. You will build a toolkit of techniques for internal campaigns as well as everyday employee engagement, including online innovations.

LEARNING OUTCOMES

After this course, you will be able to:

- Define and articulate the strategic principles and rationale for internal communications
- Create an internal communication strategy for your organisation
- Design organisational systems and a practical action plan for internal communication
- Deploy internal communication across all of the key channels and platforms using a toolbox of techniques
- Create, manage and roll out internal communication campaigns and programmes
- Promote employee engagement and management visibility

Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques. This course is recommended for managers, executives, communication and PR professionals required to design, manage or evaluate internal communications strategies, campaigns or activities.

Course agenda



Principles

This module explores and defines the core principles and defining concepts that underlie practical and strategic internal communications.

- Strategic role of internal communications
- Principles of change management
- Rationale for investing in internal communications
- Business benefits
- Mechanisms through which internal communication adds value: motivation, productivity and knowledge sharing
- Management visibility
- Recruitment and retention

Strategy and planning

This module covers how to create an internal communication strategy complete with organisational systems and a practical action plan.

- Defining your organisation's value set
- Aligning internal communications with business goals
- Organisational models for internal communications
- Defining goals and objectives for internal communications
- Internal communications research tools (e.g. employee focus groups and internal surveys.)
- Evaluating internal communications

Platforms and channels

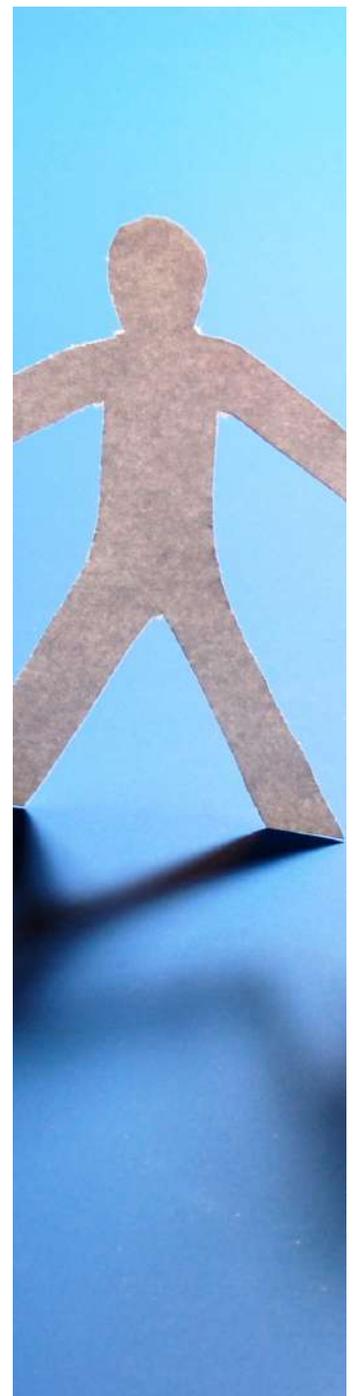
This module presents a toolbox of practical internal communication techniques and channels.

- Internal communications systems and processes
- Internal projects and campaigns
- Newsletters, posters, environmental branding, brand collateral
- Online internal communications: intranets, internal blogs
- Face to face: team meetings, staff events etc.

Campaigns and programmes

This module is a how-to guide to launching internal communication programmes, based on case studies of award-winning campaigns from around the world.

- Creating and rolling out internal brands
- Managing internal values campaigns
- Multimedia internal campaigns including web video
- Recognition and reward programmes
- Employee performance showcasing
- Alignment of internal communications with corporate responsibility
- Community engagement and volunteering programmes



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are senior industry professionals

**ISOC courses are fun, stimulating,
interesting, and designed around
practical skills that you can put to
work straight away**



edexcel 
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