

Strategic Internal Communication Skills

30 Jul - 03 Aug 2018, London



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Introduction

Studies show that the main road to success of any strategy begins with an effective implementation process that has as its basic foundation, a solid communication channel up and down the organization. This channel and physical process may be created by the initiatives founded by the strategic implementation design which feeds all the elements involved in making the strategic plan and its goals a success.

This GLOMACS Strategic Internal Communication program was designed to assure that the vital elements that are the foundation to a successful strategic program are put into motion, and controlled.

This program will highlight:

- The critical role of monitoring in the performance of programs and projects, in steering the implementation process towards the intended results
- Developing realistic program objectives and measures to determine outcomes for the strategic results
- How to address the correspondence to the internal staff regarding who and why the organization is making necessary changes
- Strengthens the organizations staffs critical "buy-in" necessary when attempting to initiate stretch goals or new assignments

Objectives

The Strategic Internal Communication Skills Program is designed to achieve the following objectives:

- Assist the corporate staff in developing their goals in alignment with the corporate strategy and plan
- Inform the staffs' responsible for achieving their part of the strategic process what their participation in the outcomes needs to achieve
- Helps to motivate the staff to innovate new business process ideas to achieve the goals set forth by the strategic plan
- Reduces wasted initiatives, time and money by aligning every process in the implementation strategy to meet the time and budget outlays formed for the execution of the strategic plan
- Help staff members deliver results to the forefront of their ongoing planning and reporting documents on a regular basis

Training Methodology

This program instruction uses a number of learning tools including:

- Case Studies on real life examples Good Communications Planning
- Round table discussion groups to review and qualify the actual communications on-going or planned by members of the strategic execution team

- Video references on examples of the skills necessary to achieve results
- Presentation media on the steps to achieve Strategic Internal Communications
- Open discussions on ideas and experiences with the participants

Organisational Impact

The total organization benefits in many ways including:

- Maximizing the time, effort and expenses of implementing the strategic plan and goals of the organization
- Fulfilling the requirements necessary to make the strategy work as planned.
- Overcome the obstacles of employee buy-in defensive modes
- Gain the collaboration of the teams that must work together to fulfill the objectives
- Gain the motivational force necessary to keep the plans moving in a positive direction

Personal Impact

The participants of this Strategic Communication program enjoy many benefits personally and professionally in the following manner:

- Helping staff learn to focus on the issues that deliver the maximum results to their on-going planning and hard work
- Improving the communication skills that win over important stakeholder "buy-in" to improve their expectations to gain their power of influence
- Reduce the risks of expending time, effort and money on initiatives that don't align with the new strategy put forth by upper management
- Creating high impact presentation and facilitation communication skills
- Overcome the resistance from staff members for changes that are necessary for the positive outcomes for new initiatives

Who Should Attend?

Target groups for this training include but not limited to:

- Supervisors and Managers in the general business processes of any organization
- Team Leaders who must manage both people and projects
- Senior Managers who create and/or oversee vital parts of the strategic plan
- Corporate Communication Personnel

Seminar Outline

DAY 1

The Essential Elements of a Strategy and Strategic Plan

- The Strategic Journey – Common Frameworks for Strategic Planning
- Developing the “strategy roadmap” and Communication Guide
- Recognizing and Developing the need for Internal Communications
- Understanding and Developing the Strategic Foundational Pillars of Communication
- What can go wrong on the strategy map when internal communication fails to achieve its vital purpose?

DAY 2

Internal Communication Options and Technologies

- Building Solid Communication Channels up and down
- Developing the Strategic “Impact Statement” and Purpose
- Defining the Tools and Framework for Internal Communications
- Setting Clear Goals and Internal Communication Vertically and Horizontally
- Leading and Communicating across Multi-generational Workforce

DAY 3

Communicating in a Virtual Environment

- Using Multiple Forms of Media for Distance Communications
- Using Virtual Organization 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
- Making Impact Statements that Motivate and Inspire Performance
- Communicating the Strategic Changes in a Positive Manner
- Communicating the “burning platform” message of Change

DAY 5

Managing Effective Presentations & Meetings

- Making an Effective impact with your Presentation
- Styles of Communication and How and When to employ them with effect
- Managing Self and Learn to choose positive behaviors and feelings during your key moments
- Identify and Challenge the distortions in your interpretations
- Action Planning and Setting-up a Strategic Communication Plan



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| Code | Date | Venue | Fees |
|-------|----------------------|--------|---------|
| IC001 | 30 Jul - 03 Aug 2018 | London | \$5,500 |

REGISTRATION DETAILS

LAST NAME: _____
FIRST NAME: _____
DESIGNATION: _____
COMPANY: _____
ADDRESS: _____

CITY: _____
COUNTRY: _____
TELEPHONE: _____
MOBILE: _____
FAX: _____
EMAIL: _____

AUTHORISATION DETAILS

AUTHORISED BY: _____

DESIGNATION: _____
COMPANY: _____
ADDRESS: _____

CITY: _____
COUNTRY: _____
TELEPHONE: _____
MOBILE: _____
FAX: _____
EMAIL: _____

PAYMENT DETAILS

- Please invoice my company
 Cheque payable to GLOMACS
 Please invoice me

CERTIFICATION

Successful participants will receive GLOMACS' Certificate of Completion

4 WAYS TO REGISTER

Tel: +971 (04) 425 0700
Fax: +971 (04) 425 0701
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TERMS AND CONDITIONS

- Fees - Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
- Mode of Payment - The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/ sponsor. Credit card and cheque payments are both acceptable.
- Cancellation / Substitution - Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US\$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
- Hotel Accommodation - is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
- Attendance Certificate - a certificate of attendance will only be awarded to those delegates who successfully completed/ attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
- Force Majeure - any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
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