

# Successful internal communication

Hands-on course of 2 days - 14h

Ref.: ROT - Price 2024: CHF1 510 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Identify the evolving scope of internal communication

Design an internal communication plan consistent with the company's strategy

Master the different types of internal communication

Measure the effectiveness of the actions

Communicate in times of change or crisis

## HANDS-ON WORK

This course involves active, participatory learning. It alternates between knowledge and applied exercises.

## THE PROGRAMME

last updated: 06/2022

### 1) Challenges and impact of new technologies on internal communication

- Definition and missions of internal communication.
- How it has changed.
- Internal communication and change management.
- Impact of technologies on the organization.
- Management and the internal communication function.

*Hands-on work* : How to encourage everyone to communicate better and define the scope of internal communication as a group.

### 2) Designing an internal communication plan

- Diagnose what currently exists: Information collection system.
- Conducting meetings and individual interviews.
- Analyzing and defining your priorities based on your targets.
- Adapting your communication plan to your company's strategy.
- Methodology of the internal communication plan.

*Hands-on work* : Individualized work on defining the internal communication plan.

### 3) Resources and tools for internal communication

- Different types of internal communication: top-down, bottom-up, cross-cutting, etc.
- Choice of media.
- New means of internal communication.
- Useful creativity techniques: finding innovative ideas.
- Recent developments in the intranet: key functions.
- Digital communication devices: newsletter, company blogs.

*Hands-on work* : Look for means of internal communication that suit the given goals and audience.

### 4) Measuring the effectiveness and return on investment of your actions

- Various tools for measuring actions.
- Setting and monitoring your performance indicators.
- How to gather information.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

- Following up.

*Hands-on work* : Create internal communication performance indicators.

### 5) Communication, crisis, and change

- Anticipating and preparing your communication.

- Leading a network of communicators.

- Determining the role of management.

- Preparing and announcing a reorganization, a restructuring, a change.

- Writing a crisis communication plan: messages and tools.

*Hands-on work* : Prepare and announce a change-related communication.

## DATES

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### REMOTE CLASS

2024 : 27 Jun, 16 Sep, 07 Nov