



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Strategic Internal Communication

Code	City	hotel	Start	End	price	Hours
399	Madrid (Spain)	Hotel Meeting Room	2025-06-16	2025-06-20	5450 €	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

- learn 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 and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.