



**SCANDINAVIAN ACADEMY**  
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# Course: Advanced Internal Communication

Code	City	hotel	Start	End	price	Hours
650	Madrid (Spain)	Hotel Meeting Room	2025-03-17	2025-03-21	5450 €	25

## Introductions

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

## Who should attend

This course is recommended for managers, executives, communication and PR professionals required to design, manage or evaluate internal communications strategies, campaigns or activities.

## This course covers the following modules:

- Principles of internal communication
- Internal communication strategy and planning
- Internal communication platforms and channels
- Internal communication campaigns and programmes

## About this course

- This course comprises eight modules each covering a set of key concepts and skills,
- best practice and key concepts are covered, followed by stimulating learning activities like workshops, discussions, case studies.



## **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

## **Course Outline**

### **Communication Skills:**

- Understanding how communications work
- Gaining active listening and responding skills
- Seeing things from other points of view
- Managing your assumption more effectively
- Understanding your own strengths
- How others may see you
- Looking at body language
- Increasing confidence
- Difficult people or situations
- Filling up your communications tool kit

### **Principles of internal communication:**

- 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

### **Internal communication strategy and planning:**

- 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

### **Internal communication platforms 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.

### **Internal communication campaigns and programmes:**

- 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



## **Internal communication:**

- Core principles and defining concepts that underlie practical and strategic internal communications
- How to create an internal communication strategy complete with organisational systems and a practical action plan
- Internal communication platforms and channels: a toolbox of practical internal communication techniques and channels
- Internal communication campaigns and programmes: a how-to guide to launching internal communication programmes, based on case studies of award-winning campaigns from around the world

## **Advanced communication strategy:**

- Evidence-based communication strategy: how to measure and prove the value of communication
- Advanced strategy tools and concepts: specialised techniques for developing complex PR strategies
- Justifying strategy: securing management support: how to get support from the top for ambitious PR strategies
- Rolling out and managing a communication strategy: the systematic process of creating and deploying a PR strategy

## **Advanced communications and PR management:**

- Designing a CSR strategy: the principles and rationale for CSR and approaches that you can use to develop an effective strategy for your own organisation
- Building CSR programmes and campaigns: practical approaches to designing and planning CSR activity



**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.