Crafting Effective Internal Communication and Employee Engagement Strategies Training Course

15 - 19 Jun 2026

Berlin

4900 € (Per Person)

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Course Introduction / Overview:

In today's competitive landscape, a company's greatest asset is its people. Effective internal communication is essential for building a strong corporate culture, boosting employee morale, and ensuring everyone is aligned with the company's goals. This course, offered by BIG BEN Training Center, is designed to give you the skills to develop and execute a powerful internal communication strategy that drives engagement and performance. We will explore key ideas from academic experts like Dr. Dennis Tourish, a well-known figure in the field of internal communications. We will also draw on frameworks presented in books like "Putting the Public in Public Relations" by Kevin T. St. George, which explores how internal communication is a part of a larger PR strategy. The program covers everything you need to know about crafting messages, choosing the right channels, and measuring the impact of your efforts. You will learn how to communicate change, manage a crisis from the inside, and build a sense of community that makes employees feel valued and invested in the company's success. You will leave with a clear roadmap for building a more connected, engaged, and productive workforce.

Target Audience / This training course is suitable for:

- Internal communications specialists and managers.
- Human resources and employee relations professionals.
- Corporate communications and public relations managers.
- Senior leaders and executives.
- Change management specialists.
- Team leaders and supervisors.
- Anyone responsible for communicating with employees.

Target Sectors and Industries:

- Corporate and private businesses.
- Human resources and consulting firms.
- Technology and manufacturing.
- Financial and professional services.
- Non-profit organizations and NGOs.
- Government agencies and public sector.
- Education and healthcare.

Target Organizations Departments:

- Human Resources.
- Internal Communications.
- Corporate Communications.
- Public Relations.
- Operations.
- Executive Leadership.
- Training and Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic internal communication plan that supports business objectives.
- Use a variety of channels to reach and engage a diverse workforce.
- Craft messages that are clear, honest, and inspiring.
- Manage internal communication during times of change or crisis.
- Measure the impact of communication on employee engagement and morale.
- Build a culture of open and honest communication.
- Turn employees into brand ambassadors for the organization.
- Use data and feedback to improve internal communication over time.

Course Methodology:

Our training uses a practical, hands-on approach that gets you ready for the real-world challenges of internal communication. We go beyond theoretical concepts, using a mix of real-world case studies and exercises to illustrate what works and what doesn't. You will work on group projects where you will develop an internal communication plan for a hypothetical company. This gives you a chance to apply the skills you've learned in a safe and supportive environment. BIG BEN Training Center’s instructors, who have experience working in corporate and internal communications, will provide personalized feedback and guidance. We will also use role-playing scenarios to practice delivering difficult messages and handling tough questions from employees. The course includes workshops on using digital tools for employee surveys and communication platforms, giving you the practical skills, you need to succeed in today's digital workplace.

Course Agenda (Course Units):

Unit One: Foundations of Internal Communications

- The strategic importance of internal communication.
- The link between internal communication and employee engagement.
- The role of leaders as communicators.
- Understanding your employee audience and their needs.
- The importance of a consistent brand voice, internally and externally.
- Mapping your internal communication channels, from email to social media.
- The difference between top-down and bottom-up communication.

Unit Two: Communication Planning and Content Creation

- Developing a strategic internal communication plan.
- Crafting clear and compelling messages.
- Using storytelling to connect with employees.
- The role of video, visuals, and other media.
- Creating an internal content calendar.
- Best practices for communicating change and company updates.
- The importance of tone and authenticity.

Unit Three: Building an Engaged Workforce

- The psychology of employee engagement.
- Using communication to build a strong corporate culture.
- Fostering a sense of belonging and community.
- The role of two-way communication and employee feedback.
- Creating a program for employee advocacy.
- Recognizing and celebrating employee successes.
- The importance of transparency and trust.

Unit Four: Crisis Communication and Change Management

- The role of internal communication during a crisis.
- Developing a crisis communication plan for employees.
- Handling difficult messages with empathy and honesty.
- Communicating major company changes, such as mergers or layoffs.
- The importance of consistent messaging from leadership.
- The role of internal influencers in a crisis.
- How to manage and respond to employee rumors.

Unit Five: Measuring Impact and Future Trends

- Key metrics for measuring the success of internal communication.
- Using employee surveys and feedback to improve your strategy.
- The link between internal communication and business outcomes, such as turnover and productivity.
- The role of technology in modern internal communication.
- The rise of hybrid work and its impact on communication.
- The future of internal communications.
- How to stay on top of new trends and best practices.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of remote work and digital communication, how can organizations use their internal communication strategies to foster a sense of belonging and community among employees, especially when face-to-face interaction is limited?

What unique qualities does this course offer compared to other courses?

This training course is different because it is designed specifically to help you build a more connected and engaged workforce. While many communication courses focus on external audiences, this program goes deep into the strategic importance of internal communication. We don't just talk about sending out emails, we show you how to use every communication channel to build a stronger culture and better employee morale. The program is highly practical, with case studies and hands-on exercises that mirror the real-world situations you will face. Our instructors are seasoned professionals who have experience with internal communication challenges in a wide range of industries. This course is for anyone who wants to turn their internal communications into a powerful tool for driving business success and building a more productive and happier team.