Internal Communication and Employee Engagement Training Course



09 - 13 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #CW2766_24140

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the critical relationship between internal communication and employee engagement. In today's dynamic business environment, a well-informed and motivated workforce is the cornerstone of organizational success. This program is designed to equip participants with the strategic frameworks and practical skills needed to build a vibrant corporate culture where every employee feels valued, connected, and driven to contribute. We will explore how to move beyond simple information dissemination to creating a genuine dialogue that fosters trust and alignment with company goals. Drawing on insights from leading thinkers like Kevin Ruck, author of "Exploring Internal Communication," the course examines the psychological drivers of engagement and the mechanics of effective messaging. Participants will learn to conduct communication audits, develop multi-channel strategies, and measure the tangible impact of their efforts on productivity and retention. BIG BEN Training Center has developed this curriculum to be intensely practical, ensuring that you leave with a clear action plan to transform your organization's internal communication landscape and cultivate a truly engaged workforce. This is an essential journey for any professional dedicated to unlocking their organization's full potential from within.

Target Audience / This training course is suitable for:

- Human Resources Managers and Professionals.
- Internal Communications Specialists and Managers.
- Public Relations Professionals.
- Team Leaders and Department Heads.
- Corporate Trainers and Organizational Development Specialists.
- Change Management Professionals.
- Executive Assistants and Office Managers.
- Anyone responsible for improving workplace culture and employee morale.

Target Sectors and Industries:

- Technology and IT Services.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Telecommunications.
- Hospitality and Tourism.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Human Resources.
- Corporate Communications.
- Marketing and Public Relations.
- Operations Management.
- Executive Leadership and Senior Management.
- Training and Development.
- Project Management Offices.
- Customer Service Departments.

Course Offerings:

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

- Develop a comprehensive internal communication strategy aligned with business objectives.
- Design and implement effective employee engagement initiatives.
- Utilize storytelling to create compelling and memorable corporate messages.
- Select and manage the appropriate communication channels for different audiences.
- Master the art of communicating effectively during periods of organizational change.
- Establish robust feedback mechanisms to foster a two-way communication culture.
- Measure the return on investment of communication and engagement programs.
- Enhance leadership communication skills to inspire and motivate teams.
- Create an employee advocacy program to turn employees into brand ambassadors.
- Develop a proactive internal crisis communication plan.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program incorporates a blend of expert-led presentations, real-world case study analyses, and interactive group discussions that encourage peer-to-peer learning and the sharing of diverse experiences. A significant portion of the training is dedicated to hands-on workshops and role-playing scenarios, allowing participants to practice new skills, such as crafting engagement surveys or delivering difficult news, in a safe and supportive setting. Constructive feedback from both the facilitator and peers is a core component of the learning process. Participants will work in teams on a capstone project to develop a complete internal communication and engagement plan for a hypothetical organization, applying the concepts learned throughout the five days. This immersive approach ensures that participants not only understand the theories but also gain the confidence and competence to implement them effectively in their own workplaces immediately upon their return.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Internal Communication

- The critical link between internal communication, engagement, and business performance.
- Defining organizational culture and its impact on communication.
- Key theories and models of organizational communication.
- Differentiating between internal communication, corporate communication, and PR.
- The role of the internal communicator as a strategic advisor.
- Understanding the modern employee mindset and expectations.
- Identifying common barriers to effective internal communication.

Unit Two: Developing an Internal Communication Strategy

- Conducting a comprehensive internal communication audit.
- Setting clear, measurable, and achievable communication objectives (SMART goals).
- Identifying and segmenting key internal audiences.
- Mapping the employee journey and key communication touchpoints.
- Choosing the right mix of communication channels (digital and traditional).
- Developing a content strategy and editorial calendar.
- Securing buy-in and resources for your communication plan.

Unit Three: Crafting Messages and Driving Engagement

- The art of corporate storytelling to build connection and purpose.
- Writing for clarity, impact, and engagement across different channels.
- Developing a consistent organizational tone of voice.
- The role of leadership communication in building trust and credibility.
- Techniques for creating engaging visual and multimedia content.
- Facilitating effective team meetings and town halls.
- Leveraging employee-generated content to foster authenticity.

Unit Four: Implementing Employee Engagement and Change Initiatives

- Understanding the key drivers of employee engagement.
- Designing and implementing effective employee recognition programs.
- Building and managing employee feedback channels (surveys, focus groups).
- Communicating effectively during organizational change and transformation.
- Strategies for promoting employee well-being and work-life balance.
- Turning employees into passionate brand advocates.
- Fostering a culture of innovation and continuous improvement through communication.

Unit Five: Measurement, Technology, and Crisis Communication

- Defining key performance indicators (KPIs) for internal communication.
- Using analytics to measure reach, engagement, and impact.
- An overview of modern internal communication tools and platforms.
- The role of AI and automation in internal communications.
- Developing a proactive internal crisis communication plan.
- Managing rumors and misinformation within the organization.
- Presenting communication results and demonstrating ROI to senior leadership.

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:

How can an organization authentically foster a culture of open feedback without it devolving into a grievance platform?

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

This course distinguishes itself by focusing on the strategic integration of communication and engagement as a core business function, rather than a siloed HR or PR activity. While many programs concentrate on the tools and channels of communication, our curriculum delves deeper into the psychology of employee motivation and the principles of organizational behavior. We emphasize the "why" behind the "what," equipping participants with the critical thinking skills to diagnose cultural issues and design bespoke solutions. The program is built around a practical, action-oriented framework that moves from auditing and strategy development to implementation and measurement, ensuring a holistic understanding. A key differentiator is our significant focus on leadership communication coaching and managing communication during periods of significant organizational change, two areas critical for success in today's volatile business landscape. Participants will not just learn theories; they will engage in complex, real-world simulations that challenge them to apply their knowledge under pressure. The course provides a strategic toolkit for transforming the workplace culture from the inside out, fostering an environment of trust, purpose, and high performance.