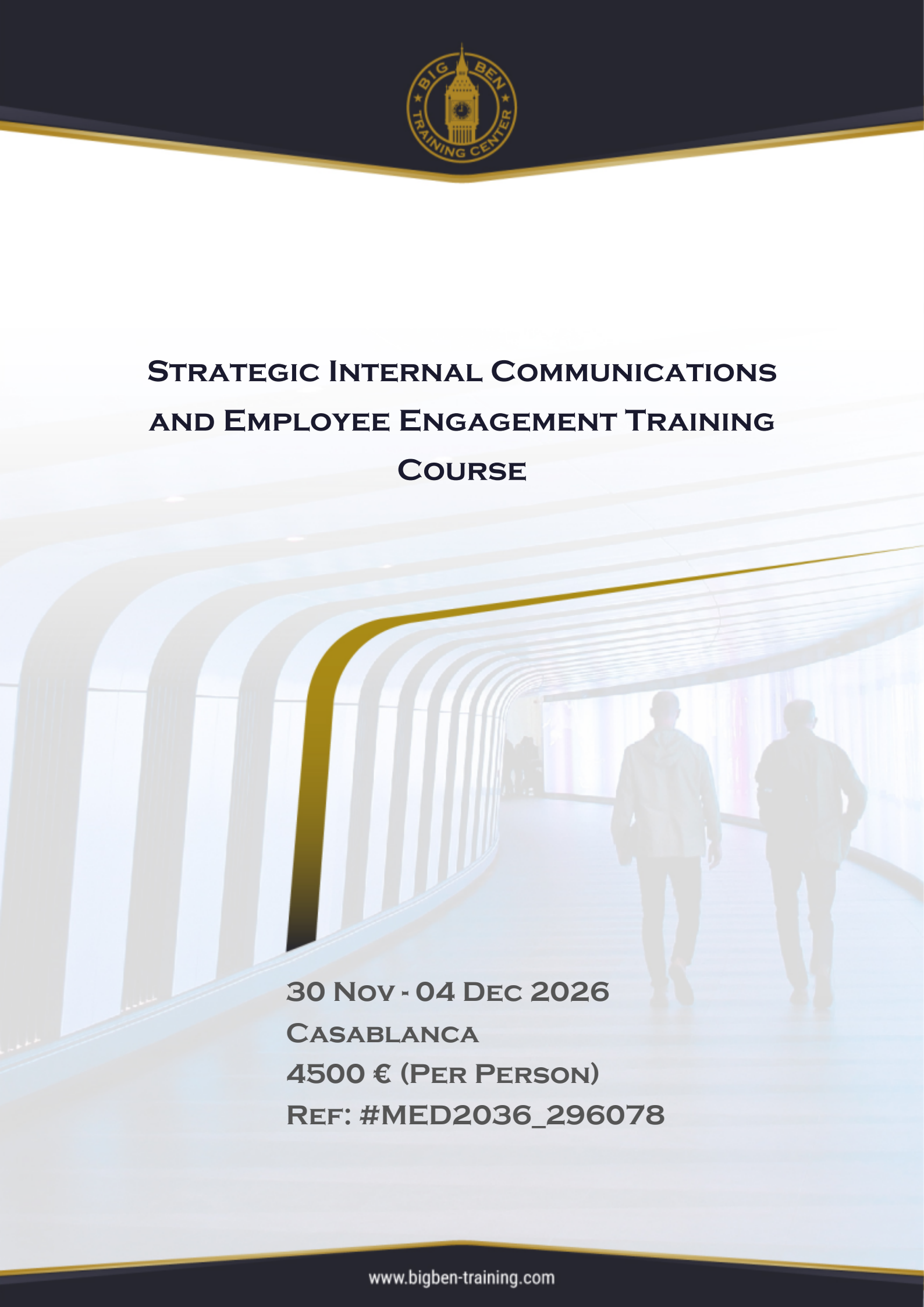
Strategic Internal Communications and Employee Engagement Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MED2036_296078

Course Introduction / Overview:

In today's dynamic business environment, the alignment of an organization's internal messaging with its strategic goals is paramount to success. This course provides a comprehensive framework for transforming internal communications from a simple information-sharing function into a powerful driver of employee engagement, productivity, and organizational culture. We will explore how strategic communication can build trust, foster a sense of belonging, and motivate employees to become active brand ambassadors. Drawing on the principles outlined by experts like Paul Argenti in his seminal work "Corporate Communication," participants will learn to design, implement, and measure high-impact communication strategies. This program, offered by BIG BEN Training Center, moves beyond theory to provide practical tools and techniques for crafting compelling narratives, managing change effectively, and leveraging modern digital channels. The curriculum is designed to empower communication and HR professionals to create a more informed, connected, and engaged workforce, directly contributing to the organization's bottom line and long-term resilience. This is not just a course on sending emails; it is a deep dive into the art and science of building a thriving internal ecosystem through purposeful communication.

Target Audience / This training course is suitable for:

- Internal Communications Specialists and Managers.
- Human Resources Professionals and Business Partners.
- Public Relations and Corporate Affairs Officers.
- Team Leaders, Department Heads, and Project Managers.
- Change Management Practitioners.
- Marketing Professionals involved in employer branding.
- Executive Assistants and administrative staff supporting leadership communication.
- Anyone responsible for improving workplace culture and employee morale.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services, Banking, and Insurance.
- Healthcare and Pharmaceutical sectors.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications and Media.
- Governmental agencies and public sector organizations.
- Non-Profit and educational institutions.

Target Organizations Departments:

- Human Resources.
- Corporate Communications.
- Marketing and Brand Management.
- Public Relations.
- Executive Leadership and Strategy Offices.
- Operations and Departmental Management.
- Change Management and Transformation Teams.
- Internal Audit and Compliance.

Course Offerings:

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

- Develop a comprehensive internal communications strategy aligned with business objectives.
- Segment internal audiences to deliver targeted and relevant messaging.
- Utilize storytelling techniques to enhance employee engagement and connection to the company's mission.
- Select and manage the most effective communication channels for a modern workforce.
- Craft clear and empathetic communications for change management initiatives.
- Implement robust feedback mechanisms to foster a culture of two-way dialogue.
- Measure the effectiveness and ROI of internal communication and engagement programs.
- Develop a proactive internal crisis communication plan.
- Empower leaders and managers to become more effective communicators.
- Leverage communication to build a strong and positive organizational culture.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered. We believe that adult learning is most effective when it connects theory to real-world application. This course will utilize a blended learning approach that includes expert-led presentations, interactive group discussions, and collaborative workshops. Participants will engage in analyzing real-world case studies of successful and unsuccessful internal communication campaigns to draw actionable insights. A significant portion of the course is dedicated to hands-on exercises, such as developing a communication plan for a change scenario, drafting key messages for different audiences, and role-playing leadership communication situations. Peer-to-peer learning and feedback are encouraged through small group activities, allowing participants to share experiences and solve common challenges together. We provide practical toolkits, templates, and checklists that can be immediately implemented in the workplace. The facilitator will act as a guide, fostering a supportive learning environment where questions are encouraged and complex topics are explored in depth, ensuring a transformative and valuable experience for all attendees.

Course Agenda (Course Units):

Unit One: The Strategic Foundation of Internal Communications

- The evolution of internal communications from tactical to strategic.
- Linking internal communications directly to business goals and KPIs.
- Understanding the psychology of employee engagement and motivation.
- Conducting a comprehensive internal communications audit.
- Identifying key stakeholders and segmenting internal audiences.
- Establishing a clear voice and tone for your organization.
- Core communication theories and models for the workplace.

Unit Two: Designing a High-Impact Communication Strategy

- Setting SMART objectives for your internal communications plan.
- Developing a multi-channel communication strategy.
- Creating an annual content calendar and editorial plan.
- Integrating internal communications with external brand messaging.
- Budgeting and resource allocation for communication initiatives.
- Defining roles and responsibilities within the communication function.
- Gaining buy-in and support from senior leadership.

Unit Three: Crafting Compelling Content and Fostering Dialogue

- The art of corporate storytelling to build culture and values.
- Writing for clarity, impact, and engagement across different channels.
- Leveraging visual communication, video, and infographics.
- Techniques for facilitating effective two-way communication and feedback.
- Running engaging town halls and all-hands meetings.
- Empowering and training managers as key communication conduits.
- Developing an employee advocacy and user-generated content program.

Unit Four: Communicating Through Change and Crisis

- Applying change management models to communication planning.
- Crafting messages for mergers, acquisitions, and restructuring.
- Communicating difficult news with empathy and transparency.
- Developing a proactive internal crisis communication response plan.
- Managing rumors and misinformation within the organization.
- The role of leadership visibility and communication during turbulent times.
- Rebuilding trust and morale post-crisis.

Unit Five: Measurement, Technology, and the Future of Internal Comms

- Establishing key metrics to measure communication effectiveness.
- Utilizing surveys, focus groups, and analytics to gather insights.
- Calculating the ROI of employee engagement initiatives.
- Evaluating and implementing modern digital communication platforms.
- The impact of AI and automation on the internal communication landscape.
- Fostering an inclusive communication environment for a diverse workforce.
- Future trends and predictions in internal communications and employee experience.

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 might the principles of external branding and marketing be adapted to enhance internal communications and build a stronger employer brand from within?

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

This course distinguishes itself by moving beyond the tactical aspects of message delivery to focus on the strategic integration of internal communications with core business functions. While many programs teach how to write a newsletter or post on an intranet, our curriculum emphasizes the development of a comprehensive strategy that directly influences employee behavior, enhances corporate culture, and drives measurable business results. We place a strong emphasis on the financial and operational impact of engagement, equipping participants with the skills to calculate ROI and present a compelling business case for their initiatives to senior leadership. Furthermore, the course dedicates significant time to the critical intersections of communication with change management and crisis response, providing practical frameworks and simulation-based learning for navigating an organization's most challenging moments. Rather than just presenting tools, we cultivate a strategic mindset, enabling participants to not only execute campaigns but to become trusted advisors who can shape organizational discourse, build resilience, and foster a truly engaged workforce that is aligned with the company's vision and values.