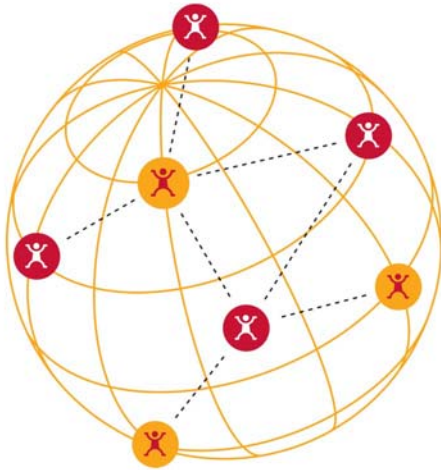


TRAINING PROGRAM OUTLINE



MGT-115E EFFECTIVE INTERNAL COMMUNICATIONS

DESCRIPTION

A 5-day Training Program to provide participants with an in-depth examination of the fundamentals of internal communications. The program explores pre-requisite roles, responsibilities strategies, and tools necessary to implement good communications in both private sector and public sector telecommunications, broadcasting or high technology organizations. Participants will gain a greater understanding of what good communication comprises and how to implement it in their organization.

OBJECTIVES

- Develop the competencies of the participants by presenting key concepts and methods for efficient internal communications
- Present a global approach and a step-by-step methodology designed to foster communication with management, employees, departments, and regional offices
- Present effective techniques to sensitize, inform and mobilize ongoing support for the objectives and strategies formulated by senior management
- Provide participants with the tools and techniques required to develop strategies and action plans to manage internal communications



TOPICS

- Communications concepts
 - Historical changes in employee communication
 - Types of communication
 - Roles of Human Resources, Communications, senior executives and supervisors
 - Principles of good communication
- Organizational aspects
 - Organizational cultures
 - How to change organizational cultures
 - Developing organizational missions that work
 - Policies and procedures
- The return on investment of good communication
- Communications and employees
 - Employees preferred source of information
 - Subjects of interest to employees
 - Making information relevant to employees
 - Making information interesting
- Internal communications
 - Audits
 - Planning
 - Internal branding
- Leveraging websites – internal and external
- How community service and corporate social responsibility relates to good internal communications
- New social media tools
- Best practices and creative examples



TARGET AUDIENCE

- Managers and personnel working in Human Resources and Corporate Communications
- Managers looking to complement their skill-set by gaining a good understanding of internal communications

METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.

EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

