

## Creating a communication strategy to stick

Many organisations now recognise the need to communicate with their people, and have good intentions to do this; yet so often the channel for communicating becomes more important than the purpose for communicating. This unique and interactive workshop gives people who have responsibility for internal communication in their business the opportunity to develop a communication strategy that works and supports the business needs.

Engaging your people in the business is a key driver for success – communicating in a way that builds engagement is fundamental to your success.

### Who should participate

- Communication professionals who have to develop an internal communication strategy and want to make it work
- HR managers who have responsibility for internal communication and want to develop their expertise
- Change and project managers who recognise the importance of an internal communication strategy for effective project delivery

### Learning outcomes

- Understanding how a well thought out internal communication strategy is important for the business
- What components need to be built in to the strategy, and how to do it
- How to use different channels for different results
- Understanding the criticality of stakeholder management during the strategy development process
- When and how to review, measure and refresh the strategy
- How to move from strategy to planning and implementation



### The lasting difference

- A strategy that is liked and used by the business
- Confidence to present well thought out and value adding ideas in to the strategy
- Increased credibility as a strategic communicator
- Tools to use that simplify the strategy development process

If you would like to put in practice grounded techniques for successful strategy development contact us at Kandula to learn more about our workshops