**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

# INTERNAL & EMPLOYEE COMMUNICATION STRATEGIES

*"Strengthening Internal Communication for a Productive Workforce"*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 19 – 20 Aug 2026 | Manama, Bahrain | USD 1995 per delegate |

► **Available delivery methods:** Face-to-Face & Online Training

## Introduction

Internal communication is a critical factor in enhancing employee engagement, improving organizational culture, and fostering a productive work environment. This 2-day course will focus on the principles, strategies, and tools needed to implement effective internal and employee communication. Participants will learn to craft communication plans that align with company objectives and promote a collaborative work culture.

Through case studies, hands-on exercises, and real-world examples, this course will equip you with the necessary skills to improve both formal and informal communication within your organization.

## Objectives

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

- Develop a strategic approach to internal communication within an organization.
- Identify and utilize various internal communication channels effectively.
- Address common challenges in employee communication and engagement.
- Craft communication strategies to improve employee morale and productivity.
- Measure the effectiveness of internal communication efforts.

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## Why Attend

- Gain an understanding of the importance of effective internal communication in driving employee engagement.
- Learn strategies to align communication with organizational goals and objectives.
- Discover how to address challenges in communication and improve team collaboration.
- Acquire tools for measuring and optimizing internal communication efforts.
- Understand the role of leadership in fostering effective communication within the organization.

## Target Audience

This program is designed for:

- HR managers and organizational leaders looking to improve internal communication.
- Communication professionals responsible for employee engagement and communication strategies.
- Business owners seeking to build a strong organizational culture.
- Managers aiming to improve team collaboration and productivity through better communication.

## Individual Benefits

Key competencies that will be developed include:

- Proficiency in developing and implementing internal communication strategies.
- Skills to enhance employee engagement and morale through effective communication.
- Ability to leverage communication channels for improved team collaboration.
- Expertise in addressing communication challenges and managing change.
- Knowledge in measuring communication effectiveness and using feedback for continuous improvement

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to create a comprehensive internal communication strategy.
- Skills in fostering a more engaged, informed, and productive workforce.
- Knowledge of how to implement communication tools and technologies that support organizational goals.
- Competence in improving organizational culture through better communication.
- Expertise in measuring and refining internal communication processes to ensure continuous improvement.

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Detailed explanations on internal communication principles and strategies.
- Case Studies – Real-life examples of successful internal communication campaigns and strategies.
- Workshops – Practical exercises on crafting communication plans and addressing challenges.
- Peer Exchange – Group discussions and sharing of insights on employee communication.
- Tools – Templates and resources for creating communication strategies and measuring effectiveness.

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## Course Outline

### Detailed 2-Day Course Outline

**Training Hours**: 7:30 AM – 3:30 PM **Daily Format**: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

### Day 1: Introduction to Internal Communication Strategies

- Module 1: The Role of Internal Communication in Organizational Success (07:30 – 09:30)
- Understanding the importance of internal communication for employee engagement.
- Key principles of effective communication in the workplace.
- The link between communication and organizational culture.
- Module 2: Developing a Strategic Internal Communication Plan (09:45 – 11:15)
- Steps to design and implement a communication strategy.
- Identifying objectives and aligning them with organizational goals.
- Group activity: Developing a basic internal communication plan.
- Module 3: Utilizing Communication Channels Effectively (01:00 – 03:30)
- Exploring various communication channels (emails, intranet, meetings, etc.).
- Best practices for utilizing both formal and informal communication channels.
- Workshop: Designing an internal communication campaign using multiple channels.

### Day 2: Enhancing Employee Engagement and Measuring Communication Effectiveness

- Module 1: Strategies for Enhancing Employee Engagement Through Communication (07:30 – 09:30)
- Creating a communication environment that supports employee engagement.
- Techniques for fostering transparency and trust in communication.
- Case study: Companies with strong employee communication programs.
- Module 2: Measuring the Effectiveness of Internal Communication (09:45 – 11:15)
- Key performance indicators (KPIs) for internal communication.
- Tools for tracking communication effectiveness and gathering employee feedback.
- Workshop: Analyzing and interpreting communication metrics.
- Module 3: Overcoming Challenges in Internal Communication (01:00 – 03:30)
- Identifying common barriers to effective communication.
- Managing communication during organizational change.
- Group activity: Problem-solving session on overcoming communication challenges.

## Certification

Participants will receive a Certificate of Completion in Internal & Employee Communication Strategies, validating their skills in implementing effective communication strategies to improve employee engagement and organizational performance.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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| **In-House / Customized Training**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |

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