MAWA EVENTS

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

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

CERTIFICATE IN STRATEGIC INTERNAL COMMUNICATIONS

"Enhance Employee Engagement and Organizational Performance Through Effective Internal Communication Strategies."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Strategic internal communication is a key driver of organizational success, fostering employee engagement, alignment, and productivity. Clear, consistent, and well-planned communication ensures that employees understand organizational goals, initiatives, and values.

The Certificate in Strategic Internal Communications course equips participants with practical skills to design, implement, and evaluate internal communication strategies. Participants will learn how to improve information flow, enhance engagement, and strengthen organizational culture.

Objectives

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

- Understand the principles and importance of internal communications.
- Develop strategic internal communication plans aligned with organizational goals.
- Design effective messaging for diverse employee audiences.
- Use digital and traditional channels to communicate efficiently within the organization.
- Enhance employee engagement through storytelling and interactive communication.
- Manage change communication and internal campaigns effectively.
- Measure and evaluate the impact of internal communication initiatives.
- Foster a culture of transparency, collaboration, and trust.

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Why Attend

This course is ideal for communication professionals, HR managers, and team leaders seeking to strengthen internal communication capabilities, improve employee engagement, and align organizational objectives with workforce understanding. Participants will gain actionable skills to implement communication strategies that positively impact performance and culture.

Target Audience

This course is suitable for:

- Internal Communication Executives and Managers
- Human Resource Professionals
- Corporate Communication Staff
- Team Leaders and Department Heads
- Professionals responsible for employee engagement and organizational culture

Individual Benefits

- Gain expertise in designing and implementing internal communication strategies.
- Develop skills in employee engagement, messaging, and change communication.
- Improve clarity and effectiveness in communication within teams and departments.
- Enhance professional credibility and career advancement opportunities.
- Acquire practical tools to measure communication effectiveness and impact.
- Build confidence in influencing organizational culture and employee behavior.

Organizational Benefits

- Strengthen employee engagement, motivation, and retention.
- Improve alignment between organizational objectives and workforce understanding.
- Foster a culture of transparency, trust, and collaboration.
- Enhance the effectiveness of internal campaigns and initiatives.
- Reduce communication gaps and misunderstandings.
- Build a skilled internal communications team capable of driving organizational performance.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on internal communication principles and best practices
- Case studies of successful internal communication strategies
- Workshops on messaging, storytelling, and digital communication tools
- Role-playing exercises for change management and employee engagement
- Group discussions and collaborative exercises for real-world application
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Strategic Internal Communications

Module 2: Understanding Organizational Culture and Employee Needs

Module 3: Developing Internal Communication Strategies and Plans

Module 4: Crafting Clear and Engaging Messaging

Module 5: Digital Communication Channels and Tools

Module 6: Employee Engagement and Change Communication

Module 7: Storytelling and Interactive Communication Techniques

Module 8: Measurement, Evaluation, and Impact Assessment

Module 9: Aligning Communication with Organizational Goals

Module 10: Capstone Exercise – Designing a Strategic Internal Communication Campaign

Certification

Upon successful completion, participants will receive a Certificate in Strategic Internal Communications, validating their ability to design, implement, and evaluate effective internal communication strategies that enhance 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.

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

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