



## Managing and Leading Strategic Communication

Strong communication contributes to bringing stakeholders closer to their leaders. It encourages transparency, increases the feeling of ownership and improves organisation credibility. Leading strategic communication ensure stakeholders understand the vision of the future and can motivate behaviors that lead to a successful transformation of the organisation. This seminar introduces the tools and techniques that enhance internal and external communication and ensure the efficient implementation of change management. It explores solutions to the communication challenges organisations currently face.

### PRACTICAL OBJECTIVES

- ✓ **Understand** the understanding and ability of participants to manage the 10 Commandments of Change for any change initiative.
- ✓ **Develop** the necessary skills to formulate a communication strategy for specific audiences.
- ✓ **Master** the tools required to conceptualise, implement, and monitor a communication plan.



#### TARGET AUDIENCE:

- Coordinators and Managers
- CEOs
- Directors
- Communication Officers
- Teams

**DURATION:** 2 weeks

### SEMINAR TOPICS

- **Introduction to Communication:** Information and communication, communication and organisations, communication and governance. Why communication is important to change management. The communication life cycle.
- **Strategies and Communication Plan:** Context, analysis, objectives and targeted audience: identification of objectives and target audience, assessment of the socio-economic, political and administrative context, stakeholder analysis. Simulation and case study.
- **Communication and its Management Tools:** How and where to integrate communication in a project or public intervention. Communicate what, to whom and how? Selecting spokespersons and choosing channels. Designing a communication plan: best practices and management tools.
- **Internal Communication:** Internal communication and organisational performance. Types of internal communication. Transparent internal processes and communication flows. Internal communication audit.
- **External Communication:** Tools and promotional materials for visibility and transparency. Global and specific effects on target audience: press releases, press conferences, advertisement, message, corporate image.
- **Speech and Mass Media:** Improving rhetorical, writing and speech presentation skills. Preparation for public and media interventions (preparation for answering press questions) stress management, non-verbal communication, handling media under pressure.