

Energize and increase internal communication



COM-33 2 Days (14 Hours)

Description

What skills are needed to lead a network of communicators or correspondents? How to choose the right relays and establish the terms of effective collaboration? What pitfalls to avoid? What levers should we rely on? This training is designed to help you answer these questions and boost your company's internal communication.

Who is this training for ?

For whom

Responsible or responsible for internal communications. Executive responsible for steering, management and human resources management. Anyone in charge of internal communication within their organization.

Prerequisites

None.

Training objectives

- Identify the challenges of internal communication for the company.
- Create and lead a network of communication correspondents.
- Design an operating charter for the internal communication network.

Training program

Identifier les grands principes, les missions et les objectifs de la communication interne

- The training program Expand all Collapse all The fundamentals of internal communication: issues, objectives, actors and relays.
- What positioning for the internal communication manager: from the multi-framework functions to the project manager.
- The dual mission of the internal communications manager: audit and manage the function and 'tool' the other functions.
- The role of the audit in the communication process.

Intégrer la dimension humaine dans la dynamisation et la démultiplication de la communication interne

- The main tools and methods of internal communication.
- Promote local communication and multiplication through the managerial line: the social Web at the service of managerial communication.

Constituer et motiver le réseau de correspondants communication interne

- Why create a network of communication correspondents? What profile for the correspondents? The employee 'new ambassador' of his organization.
- How to make the selection? role of the correspondents and scope of intervention; training and motivation tools for correspondents.

Concevoir la charte de fonctionnement du réseau de communication

- Key sections of the charter: good practices for drafting the charter.

Activer à bon escient les différents réseaux

- The network of managers: the levers and obstacles of managerial communication.