

Redefining Corporate Communications

Corporate and Strategic Communications - A Form of Dancing

Introduction

The goal of this Course N Carry course, "Redefining Corporate Communications" is to assist practitioners in shifting their emphasis from tactics to designing and implementing a communications strategy that is in line with organisational imperatives. It will guide the practitioner through the entire process, from planning and research to programme implementation, all the while acknowledging the significance of corporate communications in achieving organisational goals.

It will also highlight the significance of measurement and evaluation as crucial foundational elements for optimising corporate communications plans and techniques.

This Course N Carry training session will emphasise the following:

- Syncing Organisational Objectives with Communications
- Finding and Closing Internal Divides
- Method of Implementation
- Evaluation and Measuring.
- Creating the Upcoming Version

Objectives

The following are the goals of this Course N Carry training programme:

- In order to emphasise strategic communications as a corporate facilitator more
- To improve the Measurement and Evaluation Strategy of the company
- To assist participants in fine-tuning their "Big Picture" approaches.
- To offer a chance to upgrade talents when necessary
- In order to assist participants in realigning their implementation and future strategy
- By the time this Course N Carry training seminar ends, you'll know how to:
- Either recreate or produce your communications Decide to concentrate on strategic communication
- Create plans with measurement and evaluation as the primary outputs.
- Sync up communications with the organization's strategic aims.
- Examine the most recent ideas around strategic communications.

Training Methodology

It is often acknowledged that adult learners transition from a subject-centred to a problem-centred approach. Consequently, the following approaches will be applied in this intervention:

- Lectures
- Case studies through podcasts, videos, or written contributions
- Part-plays
- Reflective reports and journaling
- Additionally, a lot of the activities will include experimenting and analysing real-world examples, which means that activity-based group work will be crucial.

Organizational impacts

The following are some of the ways your business will gain:

- Boost strategy and communications' internal and external alignment.
- Become more adept at microtargeting your messages
- Gain a deeper comprehension of quantifiable results
- Enhanced ability to make decisions

Personal Impact

Attending this Course N Carry training programme will personally benefit you in the following ways:

- Increased comprehension of the relationship between business objectives and Strategic Communications
- Increased familiarity with measurement and evaluation as a tool for businesses
- Enhanced comprehension of how to evaluate results and target particular audiences
- Enhanced capacity to benefit from cross-functional communication goals

Who should attend?

A targeted set of communicators in the corporate communications sector will benefit from this Course N Carry training course, and participation is encouraged from:

- Public relations representatives and/or managers or team leads
- Professionals in Corporate Communications and/or Team Leaders/Managers
- Public Affairs, Public Relations, and/or Team Leaders/Managers
- Managers, team leads, and/or marketing officers

Course Outline

Day 1

Syncing Organisational Strategy with Communications

- Why are we doing this?
- Problems, Dangers, and Crisis Assessment
- The Marketplace for Competition
- Combining the Spending on Communications
- The communications strategy's alignment

Day 2

Finding and Closing Internal Divides

- Reevaluating the Mandatory Within
- Cutting Down on the Gaps
- Implementation Strategies That Cut Across
- The Plan for Communications
- Evaluating Performance

Day 3

Method of Implementation

- Formulating the Oversight Strategy
- Assigning Audiences to Scenarios
- Developing the Solutions in Prototype
- The Process of Socialisation
- Strategies of Audience-Centred Engagement

Day 4

Evaluation and Measuring

- Finding the Needles to Cut
- Evaluation on the back of the envelope
- Comprehensive Analysis
- Approach Guided by Input
- Evaluating the Effect

Day 5

Creating the Upcoming Version

- Formulating the Communication Plan
- Selecting an Adoption Approach
- Complying with Innovators
- Including Flexibility
- Important lessons learned