

Human Resources, Leadership & Management

# Introduction to Internal Communication in the Modern Workplace

## Course Details

### Price

£215.00

### Length

Half day (09:00-12:30)

## Course Overview

In this time of great change, complexity and uncertainty, a key driver of success for any organisation is how well it communicates with and engages its own people.

But what does great internal communication look like in the post-pandemic world?

This interactive course will give leaders and managers an overview of why internal communication matters, and what best practice looks like. Understanding practical guidance on how to improve all aspects of internal communication in your workplace and how to evaluate the impact of your work.

## Content

- How great internal communication drives employee engagement and business success

- What your people expect and why it matters
- The key ingredients of great internal communication:
  - Setting objectives and understanding your audiences
  - An overview of different communication channels and their pros and cons in today's workplace
  - Getting your message across - delivering clear, concise and compelling communications
  - Capturing and acting upon employee insights and feedback
  - Evaluating the effectiveness of internal communication.

## Benefits

By attending this course delegates will gain a better understanding of the importance of investing in internal communication and will learn tips and techniques for improving all aspects of internal communication in the workplace.

## Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 244570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

## Course Tutor

### Linda Rolf

Linda has more than 30 years' senior-level experience in PR and communication including 20 years at Specsavers where one of her roles was as their first director of internal communication and employee engagement and a member of the global HR leadership team. She now runs her own communications consultancy, working with a range of Guernsey and UK businesses and pro bono clients and as a consultant for Orchard PR. Linda is a founding chartered partitioner with the Chartered Institute of Public Relations.