



Harley House
Consultants Inc.

Employee Communications (HH-06)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

The impact that effective employee communications has on organizational success is rarely fully appreciated. Motivated, informed and involved employees impact the achievement of departmental goals and objectives every minute of every working day. This three-session virtual course (or one-day classroom delivery) runs the gamut of factors, planning approaches and tools that can turn your employees into one of your greatest corporate assets.

Schedule

Day 1
(2 hours)

Introductions & Individual Objectives
Session I – Intro to Internal Communications

- The Case for Employee Communications
- The Power of the Engaged Employee
- Advantages and Special Conditions

Session II – Internal Communications Planning Framework

- Analysis of the Internal Environment
- Internal Communications Objectives and Audience Profiling
- Internal Communications Activities
- Assessing Internal Communications Impacts & Effects

Session III – Introduction to on-line employee survey exercise

Breakout Group Assignment

Day 2
(2 hours)

Session IV – Presentation of online survey results
Session V – Internal Communications Toolbox

- Current Internal Communications Best Practices
- Types of Internal Communications Tools
- Internal Communications Action Plans

Session VI – Case Study

- Internal Communications Planning Framework

Breakout Group Assignment

Day 3
(1 hour)

Session VII - Case Study Presentations and Discussion
Session VIII - Change Management and Communications
Session IX - Review & Wrap-up

Overview

Extensive use is made of case studies and examples to illustrate how internal communications can be applied within a federal government context.

Use is made of models and action plans to aid participants in applying best internal communications practices in order to plan and execute effective internal communications strategies.

Participants spend time working in small breakout groups to apply concepts and techniques to actual work-related assignments.

Who Will Benefit?

Mid-level communications managers, account executives and communications advisors at the IS-3 to IS-6 level.

How Will You Benefit?

The training is designed to give form and purpose to employee communications functions that are often pro forma and poorly thought out. Participants will learn a new appreciation of the importance and potential of employee communications, apply professional planning approaches to internal Comms work, and use innovative new tools to improve the moral and productivity of staff throughout their organization.

Fees:	Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual) In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)
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Schedule:	Venue: Virtual Delivery Classroom	Date: Negotiable TBD	Location: Remote National Capital Region
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For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
For more information about other Communications Training sessions visit our web site at www.harleyhouse.com