

STRATEGIC INTERNAL COMMUNICATION SKILLS



GENTEX[®]
TRAINING CENTER



Introduction

Employees hear about change from rumours before they hear it from leadership, and that gap costs trust. Internal communication is not an administrative function; it is how strategy reaches the people who must execute it. This Strategic Internal Communication Skills Training Course builds the capability to plan, deliver, and measure communication inside an organization. Learners study audience segmentation, message architecture, channel selection, and change communication. Furthermore, the course covers manager communication, feedback loops, and measuring engagement. As a result, participants align employees behind priorities and reduce the confusion that slows execution.

Strategic Internal Communication Skills Course Objectives

- Apply the internal communication planning model to strategy-led messaging.
- Segment employee audiences by role, location, and information needs.
- Build message architecture using the Minto Pyramid Principle and the SCQA framework.
- Select channels deliberately across intranet, email, town halls, and team briefings.
- Design manager-led communication toolkits that enable line leaders.
- Apply change communication models including ADKAR and Kotter's steps.
- Structure town halls, Q&A sessions, and leadership briefings effectively.
- Build two-way feedback loops with pulse surveys and listening groups.
- Handle sensitive communication such as restructuring and redundancy.
- Measure communication effectiveness with reach, comprehension, and engagement metrics.



Course Methodology

This course combines short lectures with applied communication labs. Participants build a communication plan for a real organizational initiative, design a manager briefing pack, and rehearse a town hall scenario. Trainers use case studies from change programmes, recorded practice, and structured peer critique. Group debriefs examine what landed and what missed. In addition, participants produce a reusable internal communication planning template.

Who Should Take This Course

- Internal communications and employee engagement professionals
- HR business partners and people team managers
- Corporate communications and PR staff
- Change managers and transformation leads
- Senior managers who communicate strategy to teams
- Team leaders delivering briefings and updates
- Public sector and NGO communication officers

Strategic Internal Communication Skills Course Outlines

Day 1: Foundations of Internal Communication

- Why internal communication shapes performance and retention
- The internal communication planning model: purpose, audience, message, channel, measure
- Information environment audits and communication channel mapping

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Employee audience segmentation by role, location, and need
- Barriers to understanding: noise, overload, and jargon
- Aligning internal messaging with external positioning
- Communication baseline assessment

Day 2: Message Architecture and Content Design

- The Minto Pyramid Principle for internal messaging
- SCQA: situation, complication, question, answer
- Writing messages that state the point first
- Plain language and reducing corporate jargon
- Consistency of message across leaders and channels
- Sequencing messages for multi-phase initiatives
- Message design workshop with peer review

Day 3: Channels and Manager-Led Communication

- Channel selection: intranet, email, town hall, team briefing, video
- Choosing channels by message type and urgency
- Building manager-led briefing toolkits
- Enabling line leaders to answer difficult questions
- Town hall design: structure, flow, and Q&A management
- Digital workplace tools and internal social platforms
- Briefing pack design exercise

Day 4: Communicating Change and Difficult News

- Change communication models: ADKAR and Kotter's eight steps



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Communicating restructuring, redundancy, and policy change
- Handling rumour and misinformation internally
- Managing emotion and resistance in communication
- Legal and ethical limits in sensitive announcements
- Crisis communication inside the organisation
- Difficult announcement simulation with coaching

Day 5: Feedback, Measurement, and Continuous Improvement

- Building two-way communication and listening mechanisms
- Pulse surveys, focus groups, and employee voice channels
- Communication KPIs: reach, comprehension, sentiment, engagement
- Reporting communication effectiveness to leadership
- Reviewing and adapting the communication plan
- Personal action plan and toolkit finalisation
- Final presentation with structured feedback

Conclusion

By successfully completing Strategic Internal Communication Skills, participants will gain a practical understanding of how planned, consistent communication aligns employees behind organizational priorities. They will be able to segment audiences, structure clear messages, select channels deliberately, support managers in delivering briefings, and communicate difficult change with honesty. In addition, they will know how to measure whether communication actually landed. Gentex Training Center designed this course so that learners return to work able to reduce confusion, strengthen trust, and speed up execution through better internal communication.





FAQs

Q1 What is the "Strategic Internal Communication Skills" course about?

It teaches how to plan and deliver communication inside an organization so strategy reaches and convinces employees. Participants cover audience segmentation, message architecture, channel selection, manager-led briefings, change communication, and measurement.

Q2 What are the key benefits of the "Strategic Internal Communication Skills" course?

Participants reduce rumour and confusion, improve employee understanding of priorities, and strengthen trust between leadership and teams. They also deliver change messages with honesty, equip managers to handle difficult questions, and gain evidence that communication is working.

Q3 What skills will I gain from the "Strategic Internal Communication Skills" course?

You will gain internal communication planning and audience segmentation, message architecture and content design, channel selection and manager-led briefing, and change communication and effectiveness measurement. These four skills combine to align employees behind organizational priorities.



Q4 What tools, methods, or standards are covered in the "Strategic Internal Communication Skills" course?

The course covers the internal communication planning model, the Minto Pyramid Principle, the SCQA framework, plain-language principles, channel-mapping and information environment audits, the ADKAR change model, Kotter's eight-step change model, town hall and Q&A design, pulse surveys and listening groups, and communication KPIs covering reach, comprehension, sentiment, and engagement.

Q5 How is the "Strategic Internal Communication Skills" course applied in real-world practice?

Professionals apply it during strategic rollouts, restructuring, policy changes, culture programmes, and crisis response inside organizations. The methods transfer to any setting where employees must understand, believe, and act on a message from leadership.