



Consulting and Training | Reach New Heights

Course Name

Corporate Communications

Sector Name

Interpersonal Skills and Self Development

Document Type

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Corporate Communications

Course Introduction

This training program is designed to provide participants with the desired knowledge and skills that will lead them to understand and apply effective corporate communication techniques and help them to successfully plan for internal cascading and alignment strategy to translate your organization's goals into results and build extraordinary alignment throughout the whole business.

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Target Audience

Corporate communications professionals, PR managers, brand managers, and executives responsible for shaping their organization's public image and communication strategies.

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Learning Objectives

- ✓ Understand the importance of corporate communications in today's changing environment.
- ✓ Identify how effective Corporate Communication can boost reputation.
- ✓ Understand the leaders' responsibilities in successful corporate communication.
- ✓ Acquire the Effective leadership communication skills.
- ✓ Identify their Communication style and navigate others.
- ✓ Understand the strategic planning process of corporate communication.
- ✓ Identify how to develop SMART Communication objectives and KPI's.
- ✓ Master planning for internal communication programs.
- ✓ Identify the importance of cascading and aligning strategy.
- ✓ Understand the challenges of a cascading and aligning strategy and identify how to overcome them.
- ✓ Formulate a clear and compelling strategic direction for the organization.
- ✓ Boost Strategic teaming and master leading successful alignment meetings.
- ✓ Understand how to map their leadership style to the core business strategy and how to make cascading strategy decisions.

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Corporate Communications

Course Outline

✓ 01 Day One

Understanding corporate communications:

- ✓ What is corporate communications?
- ✓ The importance of corporate communications in today's changing environment.
- ✓ Identify the types of corporate communications.
- ✓ Stakeholder communication and engagement.
- ✓ The importance of aligning corporate Identity, Branding and reputation.
- ✓ What is reputation, and can it be managed?
- ✓ How effective Corporate Communication can boost a reputation?
- ✓ Shaping your organization's reputation.

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Course Outline

✓ 02 Day Two

Corporate Communications and Leadership:

- ✓ The role of leaders in successful corporate communication.
- ✓ Effective leadership communication skills.
- ✓ Understanding Your Communication style and navigating others.
- ✓ What's your communication style?
- ✓ DISC self-assessment: Strengths and weaknesses of each style.
- ✓ Do's and don'ts while communicating with the different 4 styles.

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Course Outline

✓ 03 Day Three

Your Guide to develop corporate communication strategy:

- ✓ The strategic planning process of corporate communication.
- ✓ Understanding Global aspects of corporate communication.
- ✓ Identifying High and low-context cultures.
- ✓ How to identify and analyze your stakeholders' needs?
- ✓ Vision, Mission, Objectives, and the differences between them.
- ✓ Developing SMART Communication objectives and KPI's
- ✓ Identifying the most effective corporate tone and style.
- ✓ Understand the PR and Marketing tools that affect corporate communication.
- ✓ How to plan for internal communication programs?
- ✓ Why storytelling is the best strategy to build your corporate Identity.
- ✓ Communications in times of crisis: "Best Practices".

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Course Outline

✓ **04 Day Four**

Introduction to Cascading and Aligning Strategy:

- ✓ What is a cascading strategy?
- ✓ The Importance of internally cascading and alignment strategy.

What to determine in a cascading strategy:

- ✓ Vision.
- ✓ Mission.
- ✓ Values.
- ✓ Guidelines.

Types of Strategy alignment:

- ✓ Direct alignment.
- ✓ Indirect alignment.
- ✓ Lateral alignment.
- ✓ What are the challenges of a cascading and aligning strategy?

Corporate Communications

Course Outline

✓ 05 Day Five

The golden Recipe of cascading and aligning your strategy:

- ✓ Define strategic direction.
- ✓ Formulate a clear and compelling strategic direction for the organization.
- ✓ Design long-term goals and objectives.
- ✓ Identify the initiatives and maneuvers that will be needed to cross the success line.
- ✓ Boost Strategic teaming.
- ✓ Leading successful alignment meetings: “Best Practices”.
- ✓ Use the “Discuss – Decide – Support” approach.
- ✓ Building a Core Strategy.
- ✓ Identify Strategic Connection Points.
- ✓ How to map your leadership to the core business strategy?
- ✓ Building a Strategic Roadmap.
- ✓ How to mirror the alignment process?
- ✓ How to explain the core strategy?
- ✓ Bring strategies to life.
- ✓ Deal with outlier goals (goals that don’t align with strategy).
- ✓ Understand how to make cascading strategy decisions.
- ✓ How to align daily teams’ activities with the strategy's top objectives?
- ✓ Practical project.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 3, 2027	May 7, 2027	5 days	4950.00 \$	Spain , Madrid
Jan. 25, 2027	Jan. 29, 2027	5 days	4250.00 \$	UAE , Dubai
July 18, 2027	July 22, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 12, 2026	Oct. 16, 2026	5 days	4250.00 \$	UAE , Dubai
Aug. 29, 2027	Sept. 2, 2027	5 days	4250.00 \$	KSA , Riyadh

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