

PUBLIC RELATIONS

Internal Communication & Employee Engagement Excellence

A two-day programme in internal communication & employee engagement, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This program equips internal comms managers to build transparent, engaging, and culture-building communications that align remote, hybrid, and distributed teams with strategic corporate goals.

What participants will learn

- 01** Enhanced Employee Alignment: Unify distributed workforces behind organizational vision and strategy.
- 02** Culture Fortification: Build engaging internal communications that reduce turnover and foster inclusion.
- 03** Crisis Internal Messaging: Maintain team morale, clarity, and trust during organizational restructures or crises.
- 04** Two-Way Feedback Loops: Implement modern internal feedback channels that empower employee voices.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1: Internal Communications Frameworks

01 The Evolution of Internal Communications

- Moving from transactional announcements to culture-shaping, conversational engagement.

02 Mapping Distributed & Hybrid Workforce Touchpoints

- Optimizing channels across intranet, Slack/Teams, video updates, town halls, and mobile apps.

03 Crafting Compelling Leader Communications

- Helping executive leaders communicate authentically, transparently, and empathetically with staff.

04 Change Management Communications

- Communication frameworks for guiding teams through restructures, mergers, acquisitions, and strategic shifts.

Detailed programme

Day 2: Employee Advocacy & Engagement Tactics

05 Turning Employees into Brand Ambassadors

- Designing structured employee advocacy programs to amplify brand stories externally.

06 Interactive Town Halls & Feedback Loops

- Reimagining all-hands meetings, AMA (Ask Me Anything) sessions, and continuous sentiment pulse surveys.

07 Measuring Internal Communication Effectiveness

- Tracking open rates, engagement metrics, employee net promoter scores (eNPS), and cultural alignment.

08 Internal Comms Strategy Design

- Interactive clinic: Constructing an internal communication strategy for a complex organizational change.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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