JUPITER PRIME
Consulting • Training • Advisory
جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Advanced Internal Communications Training Course

23 August – 3 September 2027
Amsterdam

Advanced Internal Communications Training Course

Ref: 437_15711 **Date:** 23 August – 3 September 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Internal Communications is a 2-week advanced training course for internal communications managers, HR business partners and change leads who shape how employees hear, discuss and act on organisational news, and it ends with an Internal Communications Strategy and Channel Plan. Hybrid work, frontline workforces and repeated restructuring have made consistent employee messaging harder and more consequential. Jupiter Prime Training offers this course in its communications series.

Why Internal Communications Matters Now

Three forces shape the work of internal communicators today. Hybrid and frontline workforces now sit on different channels, so one email no longer reaches everyone and desk-free staff are often last to know. Employees expect two-way dialogue and visible leaders rather than announcements from a distance. Frequent change, from new systems to restructuring, tests trust in management every quarter. An organisation that communicates well internally keeps people informed, reduces rumour and sustains engagement through change; one that communicates poorly faces disengagement, attrition and resistance. The course draws on established models of individual change and on recognised practice in employee listening and channel planning.

Who Gains Most from Internal Communications

- Internal communications leads who set strategy and own staff channels and the intranet
- HR business partners who shape employee experience, policy messaging and engagement surveys
- Change leads who need staff awareness and support for new systems or structures
- Line-manager development owners who equip managers to brief their teams
- Executive office advisers who prepare leaders for town halls and site visits

An HR and communications department that sends its internal communications lead, an HR business partner and a change lead together gains most, because they leave with one shared approach to staff messaging.

Internal Communications Capabilities

Participants move from sending announcements to building an employee communication system that informs, listens and holds trust during change.

- Design an internal communications strategy linked to organisational purpose — for executives and HR directors
- Specify a channel matrix that reaches desk and frontline staff — for operations leaders in retail and healthcare
- Build a manager cascade with briefing packs and tracking — for line managers across sites
- Apply an individual change stages model to sequence messages — for change sponsors and project leads
- Communicate restructuring news fairly and in the right order — for affected employees and their representatives
- Calculate engagement and recall indicators for a leadership dashboard — for the executive committee

Key Internal Communications Terms

- Internal communications — the planned flow of information and dialogue between an organisation and its employees to inform, align and engage them.
- Manager cascade — a sequence in which leaders brief managers, who then brief their own teams with consistent messages.
- Employee voice — the formal and informal ways staff raise views, concerns and ideas that leadership hears and answers.
- Digital workplace — the set of intranet, collaboration and mobile tools through which employees find information and work together.
- Change roadmap — a phased plan of messages and activities that moves staff from first announcement to embedded new ways of working.
- Pulse survey — a short, frequent employee survey used to track sentiment and the effect of communication quickly.

Internal Communications Day by Day

Day 1: Employees, Trust and the Internal Audience

- Workforce Audience Profiling — Desk, Frontline, Remote and Shift Groups
- Employee Trust Diagnostic — Credibility of Leadership Messages Today
- Internal Communications Audit — Channels, Reach and Gaps
- Employer Brand Alignment Check — Promises Made to Staff
- Employee Value Proposition Story — What Staff Are Told and Shown

Day 2: Employee Communication Strategy

- Internal Communications Strategy Canvas — Purpose, Audiences and Outcomes
- Strategic Narrative for Employees — Why the Organisation Is Heading Somewhere
- Message Prioritisation Filter — Reducing Overload in Staff Inboxes
- Annual Internal Calendar — Rhythm of Updates and Moments
- Communication Charter — Roles of HR, Leaders and Comms

Day 3: Channel Planning and the Digital Workplace

- Channel Matrix — Matching Message Type to Channel Strength
- Intranet Information Architecture — Findability of Policies and News
- Enterprise Social Network Moderation — Open Dialogue With Safe Limits
- Frontline Reach Tactics — Mobile Apps, Screens and Huddles
- Channel Retirement Decision — Closing Duplicate or Unused Outlets

Day 4: Leader and Line-Manager Cascades

- Cascade Design Model — Sequencing From Executives to Teams
- Manager Briefing Pack — Talking Points, Questions and Answers
- Line Manager Capability Gaps — Coaching Managers to Communicate
- Cascade Tracking Log — Confirming Messages Reached Every Team
- Leader Visibility Plan — Site Visits, Town Halls and Blogs

Day 5: Employee Voice and Dialogue

- Employee Voice Mechanisms — Forums, Panels and Ask-Me-Anything Sessions
- Pulse Survey Design — Short Questions With Fast Turnaround
- Feedback Closure Loop — You Said, We Did Reporting
- Employee Network Partnerships — Champions and Ambassadors
- Listening Session Facilitation — Hearing Concerns Without Defensiveness

Day 6: Change Communication

- Change Impact Assessment — Who Is Affected and How Deeply
- Individual Change Stages Model — Awareness, Desire and Ability Messaging
- Change Story and Case for Change — Reasons Staff Will Accept
- Resistance Signals Map — Spotting Rumour and Disengagement
- Change Communication Roadmap — Phases From Announcement to Embedding

Day 7: Communicating During Restructuring

- Restructuring Communication Sequence — Order of Disclosure to Groups
- Consultation Communication Principles — Fair, Timely and Accurate Updates
- Difficult Message Scripts — Role Changes and Exits Delivered Respectfully
- Survivor Engagement Plan — Rebuilding Morale After Departures
- Rumour Control Protocol — Fast Correction of Inaccurate Stories

Day 8: Content and Storytelling for Staff

- Internal Editorial Plan — Stories That Reinforce Strategy
- Employee Storytelling Formats — Profiles, Video and Podcasts
- Plain Language Standard — Readability for Multilingual Workforces
- Visual Communication Toolkit — Infographics for Complex Policies
- Recognition Communication — Celebrating Contribution Across Sites

Day 9: Measuring Engagement and Communication Impact

- Internal Communications Measurement Framework — Outputs, Outtakes and Outcomes
- Channel Analytics Review — Open, Read and Click Patterns
- Engagement Survey Driver Analysis — Communication Items That Matter
- Manager Cascade Effectiveness Score — Message Recall by Team
- Executive Dashboard for Internal Communications — Indicators for Leadership

Day 10: Practising the Internal Communications Strategy and Channel Plan

- Audience and Channel Mapping Review — Testing Reach for Each Group
- Cascade Rehearsal — Running a Manager Briefing End to End
- Restructuring Scenario Exercise — Drafting a Disclosure Sequence
- Measurement Set-Up — Selecting Indicators and Baselines
- Internal Communications Strategy and Channel Plan — Final Plan for Sign-Off

Applying Internal Communications After the Course

- Run an internal communications audit across three staff groups, including frontline teams, and publish the channel gaps it reveals.
- Pilot a manager briefing pack and cascade log for the next leadership update and report message recall by team.

Internal Communications Questions FAQ

What is Internal Communications and why does it matter now?

Internal Communications is the planned dialogue between an organisation and its employees. It matters now because hybrid and frontline workforces are harder to reach, staff expect a voice, and frequent change tests their trust in leaders.

Which roles gain most from Internal Communications training?

Internal communications leads, HR business partners and change leads gain most. Line-manager development owners and executive office advisers also benefit, especially when several people from one HR and communications department attend together.

How does Internal Communications differ from external public relations training?

It addresses employees rather than media and external publics. You plan staff channels, manager cascades, employee voice and restructuring messages, where public relations training focuses on journalists, campaigns and corporate reputation outside the organisation.

What do you bring back from Internal Communications training?

You bring back an Internal Communications Strategy and Channel Plan for your organisation. It sets audiences, messages, channels, cascades, listening methods and measures your department can launch in the coming months.

Internal Communications: The Way Forward

The Internal Communications Strategy and Channel Plan first informs which channels the organisation keeps, closes or builds for each staff group. Internal communicators, HR partners and line managers use it to coordinate messages and briefings. After its first quarter, revisit cascade recall and pulse survey results, because frontline reach and trust in leaders change as restructuring or new systems settle.