



دورة الإدارة التنفيذية المتقدمة في مهارات الاتصال المؤسسي والتواصل الفعال



AGILE LEADERS
Training Center

29 Dec 2026 - 02 Jan 2027
الدار البيضاء

دورة الإدارة التنفيذية المتقدمة في مهارات الاتصال المؤسسي والتواصل الفعال

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Course Overview

In today's fast-paced business landscape, corporate communication is no longer just about conveying messages—it's about strategically shaping corporate identity, reputation, and engagement. This course provides a hands-on approach to internal communication, crisis management, and stakeholder engagement, equipping professionals with practical tools to refine their organization's messaging strategy.

this corporate training course integrates best practices in brand identity, leadership communication, and corporate storytelling to help participants strengthen internal messaging, align corporate identity, and navigate crisis scenarios effectively.

Whether you're an Internal Communications Specialist, HR Leader, or Corporate Branding Professional, this program will help you master the art of strategic messaging and reputation management.

Target Audience

- Corporate Communications & PR
- Human Resources
- Marketing & Branding
- Leadership & Strategy Teams

Targeted Industries

- Corporate Enterprises & Financial Institutions
- Government & Public Sector
- Healthcare & Pharmaceuticals
- Technology & Startups
- Retail & Consumer Brands

Course Offerings

By the end of this course, participants will be able to:

- Develop and align corporate communication strategy with business goals
- Enhance brand identity and reputation through strategic messaging
- Apply internal communication best practices for employee engagement
- Master crisis communication and risk evaluation techniques
- Create a structured corporate communication plan
- Implement effective leadership communication strategies
- Measure the impact of corporate messaging using key performance indicators KPIs
- Leverage digital transformation tools for corporate communication success

Training Methodology

This training course applies a practical, interactive approach to learning. Methods include:

- Case Studies: Real-world corporate communication scenarios
- Practical Activities: Practical exercises in messaging alignment
- Crisis Simulation Training: Crisis communication risk assessment exercises
- Expert-Led Discussions: Insights from leaders in corporate branding and PR
- Evaluation & Feedback Mechanisms: Methods to assess corporate communication impact

Course Toolbox

- Corporate Communication Frameworks
- Crisis Communication Planning Templates
- Reputation Management Checklists
- Employee Engagement Strategy Tools
- Corporate Messaging & Branding Guidelines

Course Agenda

Day 1: Strategic Foundations of Corporate Communication

- Understanding Corporate Communication and Reputation Management **Topic 1:**
- Aligning Corporate Communication with Organizational Strategy **Topic 2:**
- Identifying Issues, Risks, and Crisis Communication Preparedness **Topic 3:**
- The Competitive Landscape and External Stakeholder Expectations **Topic 4:**
- Integrating the Corporate Communications Budget with Business Objectives **Topic 5:**
- Crafting a Consistent Corporate Identity and Brand Voice **Topic 6:**
- Recap of key takeaways, challenges, and discussion of practical applications **Reflection & Review:**

Day 2: Internal Communication and Organizational Alignment

- Identifying and Strengthening Gaps in Internal Communication Topic 1: •
- Rethinking Internal Mandates and Organizational Messaging Topic 2: •
- Reducing Communication Silos Across Departments and Teams Topic 3: •
- Implementing Cross-Functional Communication Strategies Topic 4: •
- Developing and Executing an Effective Corporate Communications Plan Topic 5: •
- Measuring Internal Communication Effectiveness and Employee Engagement Topic 6: •
- Reviewing progress, case study discussion, and real-world applications Reflection & Review: •

Day 3: Strategic Messaging, Audience Engagement & Implementation

- Developing a Corporate Communication Master Plan Topic 1: •
- Aligning Strategic Messaging with Different Audience Segments Topic 2: •
- Prototyping and Testing Internal and External Messaging Strategies Topic 3: •
- The Socialization Process: Encouraging Organizational Buy-In Topic 4: •
- Audience-Centered Engagement Strategies for Effective Communication Topic 5: •
- Leveraging Digital Transformation for Internal and External Messaging Topic 6: •
- Assessing audience engagement strategies, feedback loops, and message testing Reflection & Review: •

Day 4: Measuring and Evaluating Communication Impact

- Identifying Key Metrics for Communication Success Topic 1: •
- Quick Evaluation Techniques: The Back-of-the-Envelope Method Topic 2: •
- Conducting Deep-Dive Evaluations for Reputation and Branding Impact Topic 3: •
- Using Feedback to Drive Continuous Communication Strategy Adjustments Topic 4: •
- Assessing the Role of Leadership in Corporate Communication Outcomes Topic 5: •
- The Impact of Corporate Culture on Communication Effectiveness Topic 6: •
- Discussing evaluation insights, refining approaches, and addressing challenges Reflection & Review: •

Day 5: Future-Proofing Corporate Communication Strategies

- Designing the Next Iteration of Corporate Messaging for Long-Term Success Topic 1: •
- Developing a Scalable Corporate Communication and Reputation Plan Topic 2: •
- Creating an Effective Adoption Strategy for Communication Initiatives Topic 3: •
- Aligning Communication Strategies with Business Transformation Goals Topic 4: •
- Building Flexibility into Corporate Messaging for Evolving Market Needs Topic 5: •
- Leadership and Crisis Communication Strategies for Reputation Management Topic 6: •
- Final wrap-up, individual action plans, and key takeaways for implementation Reflection & Review: •

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

This course is designed for communication professionals at all levels. No prior qualifications are required, but experience in corporate communication, branding, or public relations is beneficial.

How long is each day's session, and what is the total duration of the course?

Each session lasts 4-5 hours, including case studies, discussions, and interactive workshops. The total course duration spans five days, approximately 20-25 hours of instruction.

Why is internal communication essential for corporate reputation management?

-Internal communication directly impacts brand identity, employee engagement, and corporate reputation. A well structured internal communication strategy ensures brand consistency, enhances employee advocacy, and fosters a positive corporate culture.

How This Course is Different from Other Corporate Communication Training Programs

Unlike traditional corporate communication courses, this program is offering a research-driven approach to corporate branding, PR, and stakeholder engagement.

Through real-world case studies, interactive workshops, and expert-led discussions, this course equips participants with actionable corporate communication strategies that can be immediately applied to enhance corporate identity, manage reputation, and improve communication effectiveness.

Participants will gain practical frameworks for internal messaging, corporate storytelling, and digital PR, ensuring strategic alignment between communication initiatives and business goals.

This training course provides a comprehensive roadmap for redefining corporate communications, helping professionals elevate brand reputation and master corporate messaging in today's dynamic business landscape.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية وإدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



معدن التدريب

أكرا غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بانكوك تايلاند	باكو أذربيجان	باريس فرنسا
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكارتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	دبي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجان تنزانيا
شيكاغو الولايات المتحدة الأمريكية	نهر الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية



مدن التدريب

كيب تاون جنوب افريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماربيا اسبانيا
ميونخ ألمانيا	ميلان إيطاليا	مونترو سويسرا
	نيويورك الولايات المتحدة الأمريكية	نيروبي كينيا