



# 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



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقة



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنجار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

## CONTACT US

 UAE, Dubai Investment Park First

 +971585964727  
+447700176600

 [sales@agile4training.com](mailto:sales@agile4training.com)