



SM059: Communication Strategy Design & Development

Training Description:

The Communication Strategy Design & Development training course is designed to provide participants with the knowledge and tools to create, implement and evaluate effective communication strategies that align with organizational objectives. In today's fast-paced and digitally connected environment, clear, consistent and strategic communication is essential for engaging stakeholders, enhancing brand reputation and driving business outcomes. This course offers a structured approach to designing communication strategies tailored to internal and external audiences, channels and objectives.

This intensive training course focuses on understanding audience needs, defining communication goals, selecting appropriate channels, crafting key messages, and integrating feedback mechanisms. Participants will explore strategy frameworks, content planning, messaging techniques, storytelling, stakeholder mapping and performance measurement tools. Emphasis is placed on translating strategic objectives into actionable communication plans that are measurable, targeted and impactful.

Through case studies, group exercises and practical workshops, participants will gain hands-on experience in developing communication strategies that address organizational priorities, crisis situations, change management initiatives and brand positioning. By the end of the course, attendees will be able to design, implement and evaluate comprehensive communication strategies that strengthen engagement, clarity and effectiveness across all organizational levels.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the fundamentals of strategic communication planning
- ✓ Identify and analyze key audiences and stakeholders
- ✓ Define clear communication objectives aligned with organizational goals
- ✓ Develop targeted messaging and content strategies
- ✓ Select and optimize communication channels for impact
- ✓ Apply storytelling and persuasive communication techniques
- ✓ Integrate feedback and evaluation mechanisms
- ✓ Plan and manage communication campaigns effectively
- ✓ Align communication strategy with brand and organizational values
- ✓ Monitor and measure communication effectiveness using KPIs

Training Designed for:

This training course is designed for communication managers, marketing professionals, public relations officers, corporate strategists, project managers, HR professionals, and team leaders responsible for developing or executing organizational communication strategies. It is also suitable for executives, consultants and professionals seeking to enhance stakeholder engagement, brand messaging, and the overall impact of communication initiatives.

Training Requirement:

"Hands on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

FOUNDATIONS OF STRATEGIC COMMUNICATION

❖ Understanding Communication Principles and Goals

- Importance of strategic communication in organizations
- Communication models and frameworks (Shannon-Weaver, transactional, interactive)
- Aligning communication with organizational vision, mission, and strategic goals
- Internal vs external communication perspectives and challenges
- **Communication audits:** Assessing current effectiveness and gaps
- Role of leadership in communication and engagement
- **Practical exercise:** SWOT analysis of current communication strategies

DAY TWO:

AUDIENCE AND STAKEHOLDER ANALYSIS

❖ Mapping and Understanding Target Groups

- Identifying internal and external stakeholders
- Audience segmentation techniques: demographic, psychographic and behavioral
- Stakeholder influence and interest mapping (power-interest grid)
- Understanding stakeholder needs, expectations, and communication preferences
- Engagement strategies for high-impact and resistant audiences
- Feedback loops and participatory approaches for stakeholder input
- **Workshop:** Developing stakeholder personas for targeted messaging
- **Case study discussion:** Successful audience analysis in corporate communication

DAY THREE:

STRATEGY DEVELOPMENT AND MESSAGE DESIGN

❖ Crafting Effective Communication Plans

- Setting SMART communication objectives
- Developing key messages aligned with organizational goals
- Storytelling, narratives, and framing techniques to engage stakeholders
- Persuasion principles and techniques in corporate communication
- Selecting communication channels: digital, print, social media, face-to-face, and hybrid approaches
- Content planning, calendar creation, and multi-channel integration
- Aligning messaging with brand identity, tone, and values
- **Practical exercise:** Drafting sample communication messages and key points

DAY FOUR:

IMPLEMENTATION AND CAMPAIGN MANAGEMENT

❖ Executing Communication Plans Effectively

- Steps in operationalizing a communication strategy
- Cross-functional collaboration: working with marketing, HR, PR, and operations teams

- Scheduling, budgeting and resource allocation for campaigns
- Crisis communication and rapid response strategies
- Handling sensitive topics, negative feedback, and reputation risk
- Digital platforms and social media monitoring during campaigns
- **Workshop:** Designing an end-to-end communication campaign plan

DAY FIVE:

MONITORING, EVALUATION, AND CONTINUOUS IMPROVEMENT

❖ Measuring Impact and Optimizing Communication

- Defining KPIs and metrics for communication success (reach, engagement, perception, behavior change)
- Monitoring and analytics tools for tracking performance
- Evaluating audience feedback and engagement data
- Reporting results to stakeholders and leadership
- Benchmarking best practices and lessons learned
- Iterative improvement: refining messaging, channels and strategies
- **Exercise:** Presenting a comprehensive communication strategy and evaluation plan

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)

13:00 - 14:00 Last Session

For training registrations or in-house enquiries, please contact:

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