

Executive Seminar | In House

COM | Total Communication Plan

Making the strategy everybody's job.
How to create a successful communication plan?

In many organizations, the strategy is only known by those who developed it and it is not cascaded to the lower levels. Without understanding their role in the execution of the strategy the employees will fail to adapt their activities and contribute to its implementation. Strategy cannot be a secret or a mystery.

Integrate messages, audiences and communication media and channels in an annual plan.

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Program Outline

1 Define audiences and plan objectives

What do we want to accomplish with this communication plan? Teams and responsibilities. Define audiences What are their interests and motivations?

2 The message to deliver to the audience

Communication is a multidimensional process that leverages the exchange of messages to convey knowledge. Transmit your plan effectively and to the proper audience.

Who should attend

Change management and organizational development leaders who have not achieved the desired impact with previous communication plans. Leaders interested in exploring effective high impact structured communication models.

3 Determine the proper channels

Team building, breakfast, mobile, networks, workshops. Each audience uses different communication channels. Select an effective channel.

4 Summarize, execute and measure the results

Create a budget bucket for the communication plan. Summarize what, to whom, how and when in an integral plan. Measure the response and verify effectiveness.

Benefits

- Better understanding of the audiences
- Learn to build the message
- Use different channels to illustrate
- Develop an integral plan
- Evaluate the communication impact

In the **IN-HOUSE** model, the client will be responsible to provide the infrastructure needed to conduct the event. ON STRATEGY will assign senior instructors to ensure a successful and exciting learning experience. Our instructors have experience in similar engagements across multiple industries.



the business of tomorrow, **today.**

SCHOOL is ON STRATEGY executive education division. Our programs are designed to meet the needs of executives and Corporate Universities, to develop and reinforce specific competencies on strategy leadership execution.

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