

TRUSTMAKERS' Corporate & Workplace Communications Training 1: Strategic Communications

This course will help you be more strategic in planning and executing communications initiatives. It will help you to be clear, authentic, and trusted.

Overview



The word “strategic” is used a lot. But what does it mean? How can you be strategic in how your organization communicates?

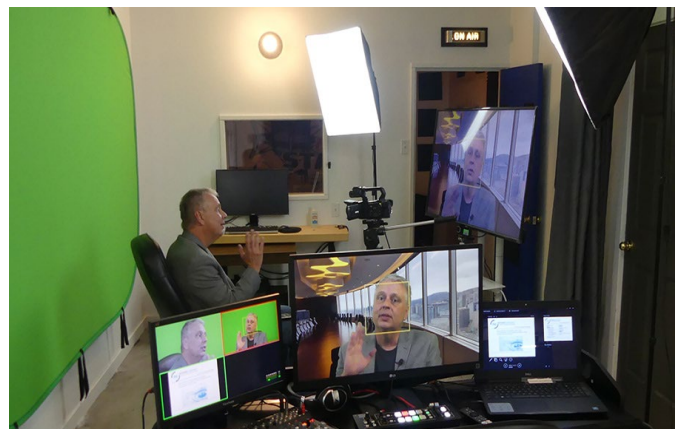
As public sector and non-profit organizations build their communication capacity in the face of changing demographics and new technologies, a key skill set is being able to think and plan strategically to engage with all audiences.

Strategists adapt to circumstances. They gather and synthesize information, and “connect the dots.” They anticipate. They plan. This course takes participants through the process of strategic communications planning. It focuses as much on the process of strategic thinking and engaging others in that process, as it does on the plan itself. Throughout we explore how to contribute to a culture of communication within organizations, helping to ensure the function is embedded across all areas of responsibility from the leadership down to the front-line staff.

The strategic communications and engagement function is known to be a critical determinant of success for most organizations in all sectors. Yet it is often the function within the organization that is least understood. There is often a nagging feeling throughout the organization of **missed opportunities** to reach those people who can help advance their cause. There can be a strong sense that they could all be doing better if they could find the time to chart a common - and strategic - path forward.

The content typically encompasses:

- What does it mean to be “strategic”?
- What is a culture of communication and why would you want one?
- The strategic communications planning process
- Setting meaningful and measurable objectives
- Messages and stories
- Audience engagement
- Communications actions, products, and phases
- Monitoring and evaluation



The live videoconference component is conducted out of our studio in Ottawa. The sessions are interactive, engaging, and professionally produced.

Who should take this training?

People working in public sector and non-profit organizations who lead or participate in communications programs and initiatives. Communicators, executives, project managers, and subject matter experts can all benefit from improved strategic thinking and communications planning.

Why take the training?

This course will help you to maximize your organization's investments in this key determinant of success – communication and engagement. It will help you decide what your organization will do and not do. It will help you move beyond a product and technology focus to a more well-thought-out and coordinated approach that is message-driven, regardless of the channels and tactics that you use. For project managers, it will significantly increase the odds that your project will achieve its objectives and come in on-time and on-budget.

What to expect

A. Pre-course Information

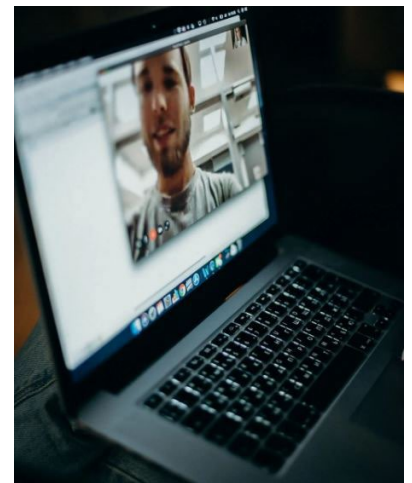
You will be sent a brief form to fill out that asks about your previous experience and to identify a subject for the practical exercises during the session.

B. E-learning modules

In advance of the session, there are short eLearning modules to complete. These modules consist of videos, downloads, and automated quizzes that take a combined total of 30 minutes or less to complete.

C. Live training session

During the live training session, you will explore the factors that contribute to strategic thinking and planning. In the practical exercises, you will work through the elements of a plan and prepare a draft you can use to jumpstart your projects, programs, and initiatives.



The live session is between 3 and 4 hours in duration.

We are booking sessions now



Contact

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See TRUSTMAKERS.ca for more information about all our communications training programs.

ABOUT US



TRUSTMAKERS™, a division of Rutherford McKay Associates, is one of Canada's most recognized communications and media relations training companies.

Founded in 2000, we continue to provide courses to thousands of participants in all sectors and all parts of Canada, and in the U.S. From Iqaluit and Yellowknife to NORAD headquarters in Colorado Springs, from Victoria to St. John's, from Ottawa to Washington, D.C., we are a trusted partner of those wishing to communicate clearly and authentically.