

## Strategic Internal Communication Skills

*Moscow (Russia)*

*22 - 26 December 2025*

UK Training

# PARTNER



## Strategic Internal Communication Skills

Code: LM28 From: 22 - 26 December 2025 City: Moscow (Russia) Fees: 4700 Pound

### Introduction

Welcome to the Strategic Communication Training Course! In a world where clear and impactful communication drives organizational success, mastering the art of strategic communication is essential for every professional. This course is designed to empower participants with the skills, strategies, and insights needed to craft compelling messages, foster strong relationships, and achieve organizational goals.

By focusing on what is strategic communication, its purpose, and the tools to apply it effectively, this program ensures you are equipped to enhance internal communication, engage stakeholders, and deliver impactful results through international strategic communication practices.

### Course Objectives

By the end of this Strategic Communication Course, participants will:

- Understand the definition of strategic communication and its importance in achieving organizational success.
- Learn the purpose of strategic communication and its role in aligning goals with messaging strategies.
- Develop the skills to craft clear, compelling, and persuasive messages tailored to diverse audiences.
- Identify key stakeholders and create a strategic communication plan that addresses their needs and interests.
- Master the strategic communication process to enhance internal and external collaboration.
- Explore strategic internal communication practices to improve transparency and alignment.
- Utilize effective communication channels to ensure messages are delivered with clarity and impact.
- Build stronger relationships through active listening, empathy, and conflict resolution strategies.

### Course Outlines

#### Day 1: Understanding Strategic Communication

- Strategic Communication Definition: Learn what is strategic communication and its role in modern organizations.
- The Importance of Strategic Communication: Explore the benefits of aligning communication with organizational objectives.
- Key Principles of Strategic Communication: Discover how it drives success through consistency and clarity.
- Strategic Communication Goals: Define clear, measurable goals for internal and external communication.
- Case Studies: Analyze successful strategic communication practices in global organizations.

#### Day 2: Crafting Clear and Compelling Messages

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on the board. The text 'UK Training PARTNER' is overlaid on the image.

UK Training  
**PARTNER**

- Message Development: Master the art of creating clear, concise, and persuasive messages.
- Audience-Centric Communication: Understand the preferences and needs of diverse stakeholders.
- Storytelling Techniques: Leverage storytelling to create emotional connections and inspire action.
- Writing for Different Channels: Adapt messages for email, presentations, and reports to maximize impact.

### Day 3: Tailoring Messages to Key Stakeholders

- Stakeholder Mapping: Identify and prioritize key stakeholders in your communication strategy.
- Customizing Messages: Learn how to align your messaging with stakeholder needs and interests.
- Building Credibility and Trust: Develop strategies to establish trust through authentic communication.
- Practical Exercises: Role-playing activities to practice tailoring messages for various audiences.

### Day 4: Using Communication Channels Effectively

- Overview of Strategic Communication Means: Explore face-to-face meetings, social media, and virtual communication.
- Channel Selection: Learn to choose the most effective communication channels based on goals and audience.
- Virtual Communication: Develop strategies for engaging and impactful digital communication.
- Best Practices for Communication Channels: Optimize performance through consistency and clarity.

### Day 5: Building Strong Relationships Through Communication

- Importance of Relationships in Strategic Communication: Discover how effective communication fosters collaboration.
- Active Listening and Empathy: Master skills to engage stakeholders and improve understanding.
- Conflict Resolution Strategies: Use strategic communication skills to resolve disputes and find common ground.
- Fostering Collaboration: Build teamwork and alignment through effective communication practices.

### Why Attend this Course? Wins & Losses!

- Master Strategic Communication Skills: Develop expertise in crafting impactful messages that resonate with diverse audiences.
- Enhance Internal Communication: Learn to create a strategic internal communication plan to align teams and improve organizational transparency.
- Strengthen Stakeholder Engagement: Build trust and collaboration with key stakeholders.
- Boost Organizational Success: Use strategic communication means to drive performance and achieve goals.
- Global Perspective: Gain insights into international strategic communication trends and best practices.

### Conclusion

The Strategic Communication Training Course is a transformative program designed to help professionals elevate their communication capabilities. Whether you are looking to improve strategic internal communication, engage stakeholders effectively, or develop a strategic communication plan, this course equips you with the tools to succeed.

By mastering strategic communication practices, understanding the importance of strategic communication, and

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares. In the background, there are concentric circles.

UK Training  
**PARTNER**



applying actionable strategies, you'll be empowered to lead with clarity, influence, and purpose.

Join us today and unlock the potential of strategic communication to drive success across all organizational levels!

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)





## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients

 <b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar	 <b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea	 <b>Booking.com</b> Booking.com Netherlands	 <b>OXFAM</b> Oxfam GB International Organization, Yemen	 <b>Capital Markets Authority</b> Kuwait
 <b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria	 <b>QNB</b> Qatar National Bank (QNB), Qatar	 <b>Qatar Foundation</b> Qatar	 <b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania	 <b>KFAS</b> KFAS Kuwait
 <b>Reserve Bank of Malawi</b> Malawi	 <b>Central Bank of Nigeria</b> Nigeria	 <b>Ministry of Interior Kingdom of Saudi Arabia</b> KSA	 <b>Mabruk Oil Company</b> Libya	 <b>Saudi Electricity Company</b> KSA
 <b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 <b>NATO Italy</b> Italy	 <b>ENI</b> ENI CORPORATE UNIVERSITY, Italy	 <b>GULF BANK</b> Gulf Bank Kuwait	 <b>General Organization for Social Insurance</b> KSA
 <b>Defence Space Administration</b> Nigeria	 <b>National Industries Group (Holding)</b> Kuwait	 <b>Hamad Medical Corporation</b> Qatar	 <b>USAID</b> Pakistan	 <b>STC</b> STC Solutions, KSA
 <b>North Oil Company</b> North Oil company,	 <b>EKO Electricity</b> EKO Electricity	 <b>OMAN BROADBAND</b> Oman Broadband	 <b>UNITED NATIONS</b> UN.	 <b>Authority for Electricity Regulation, Oman</b> Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

