

## Strategic Communication

*Baku (Azerbaijan)*

*2 - 6 June 2025*

UK Training

**PARTNER**



## Strategic Communication

Code: LM28 From: 2 - 6 June 2025 City: Baku (Azerbaijan) Fees: 4400 Pound

### Introduction :

This training program is designed to equip participants with the skills and strategies necessary to communicate effectively in a variety of contexts. It empowers participants with the skills needed to influence, inspire, and achieve desired outcomes through strategic communication initiatives.

### Training Objectives This Strategic Communication training course :

- Understand the importance of strategic communication in organizational success.
- Develop the skills needed to craft clear, compelling, and persuasive messages.
- Identify key stakeholders and tailor messages to their needs and interests.
- Use different communication channels effectively to reach target audiences.
- Build strong relationships and foster collaboration through effective communication.

### Strategic Communication Training Outlines

#### Day 1

##### Understanding Strategic Communication

- Introduction to Strategic Communication.
- Importance of strategic communication in organizational success.
- Key principles and concepts of strategic communication.
- Case studies and examples of effective strategic communication.

#### Day 2

##### Crafting Clear and Compelling Messages

- Understanding your audience.
- Message development and framing.
- Using storytelling techniques to engage and persuade.

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- Writing for different communication channels email, presentations, reports.

### Day 3

#### Tailoring Messages to Key Stakeholders

- Identifying key stakeholders.
- Understanding stakeholder needs and interests.
- Adapting messages to different audiences.
- Building credibility and trust through effective communication.

### DAY 4

#### Using Communication Channels Effectively

- Overview of communication channels face-to-face, email, social media.
- Choosing the right channel for your message.
- Best practices for communicating through different channels.
- Strategies for effective virtual communication.

### Day 5

#### Building Strong Relationships through Communication

- Importance of building strong relationships in the workplace.
- Active listening and empathic communication.
- Conflict resolution and negotiation techniques.
- Strategies for fostering collaboration and teamwork through effective communication.

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