CORPORATE COMMUNICATION

# Customising Corporate Communications

Plan and adapt corporate messages so that every audience receives clear, credible and purposeful communication.



| DURATION | 3 days | DELIVERY | Public or in-house |
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## Why this programme

Corporate communication shapes understanding, trust and action inside and outside an organisation. This programme helps participants move from isolated announcements to an intentional communication system aligned with business goals. Participants work through audience priorities, message design, channel choice, governance and measurement to create communication that is consistent without becoming generic.

## What participants will learn

01 Align communication activity with organisational priorities and stakeholder needs.

02 Segment audiences and tailor messages without losing consistency.

03 Select channels and formats that support the communication objective.

04 Build practical communication plans and evaluate their effectiveness.

## Who should attend

Corporate communication professionals, public relations teams, marketing teams, HR communicators, managers and stakeholder engagement teams.

## How you will learn

Trainer explanation, guided application and discussion connect the module topics to practical workplace situations. The final emphasis is on applying the methods in your own role or team.

# Detailed programme

The sequence and emphasis can be tailored to participant needs.

## 01 Communication strategy

- Connect communication objectives with business priorities and organisational reputation.
- Clarify the understanding, decisions or actions a communication should support.
- Build a coherent direction across internal and external communication activity.

## 02 Stakeholder analysis

- Map stakeholder influence, expectations and information needs.
- Consider how different audiences prefer to receive and discuss information.
- Adapt engagement priorities to the audience, purpose and organisational context.

## 03 Message architecture

- Develop a core narrative supported by clear messages and relevant evidence.
- Adjust tone and emphasis for different stakeholders without losing consistency.
- Organise messages so that the most important point and expected action are clear.

## 04 Channels and campaigns

- Select channels according to audience, purpose, urgency and opportunities for feedback.
- Coordinate internal, external, digital and leadership communication.
- Bring messages, timing and responsibilities together in a practical campaign plan.

## 05 Issues, measurement and improvement

- Consider how communication should respond to change, issues and uncertainty.
- Choose useful measures of reach, understanding, response and effectiveness.
- Use stakeholder feedback to refine messages, channels and the communication plan.

**PRACTICAL APPLICATION**

A focused corporate communication plan.

HRD Corp claimable training is arranged through Orange Revolution. Confirm programme eligibility and claim arrangements with ISDS before booking.

## Plan your training with ISDS

Discuss fees, trainer arrangements and delivery options for your team.

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