Communication Planning & Execution Training Course

Professional Development Training Course Outline

Category	Project Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Effective communication is the cornerstone of organizational success in today’s fast-paced business environment. Communication Planning & Execution Training Course equips professionals with advanced strategies for planning, executing, and evaluating communication processes that drive engagement, enhance collaboration, and improve organizational performance. Participants will gain hands-on experience in crafting messages, selecting optimal communication channels, managing stakeholder expectations, and implementing feedback mechanisms that ensure clarity and impact. Through practical exercises, real-world case studies, and interactive discussions, learners will strengthen their ability to influence outcomes, mitigate misunderstandings, and foster a culture of transparent communication.

In addition, this course emphasizes the integration of emerging communication trends and digital tools to optimize internal and external messaging. Participants will explore techniques for crisis communication, change management, and cross-functional collaboration while aligning communication strategies with organizational objectives. By the end of this training, professionals will be prepared to develop comprehensive communication plans, execute campaigns efficiently, and measure the effectiveness of their communication initiatives, ensuring sustained organizational growth and stakeholder satisfaction.

Programme Curriculum

Communication Planning & Execution Training Course

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Course Objectives

Upon completion of this course, participants will be able to:

1. Develop comprehensive communication plans aligned with organizational goals
2. Apply strategic messaging techniques for internal and external stakeholders
3. Utilize digital communication tools for effective information dissemination
4. Manage cross-functional communication to improve collaboration
5. Design and execute targeted campaigns for organizational initiatives
6. Implement crisis communication strategies to handle sensitive situations
7. Conduct stakeholder analysis and adapt messages to diverse audiences
8. Measure communication effectiveness using analytics and feedback mechanisms
9. Integrate storytelling and persuasive techniques for engagement
10. Enhance leadership communication skills for team management
11. Optimize communication channels for efficiency and impact
12. Apply change management communication strategies
13. Foster a culture of transparency and accountability through communication

Organizational Benefits

- Improved team collaboration and alignment
- Enhanced stakeholder engagement and satisfaction
- Reduced miscommunication and operational errors
- Strengthened brand reputation and public perception
- Increased employee morale and productivity
- Streamlined internal communication processes

- Better management of organizational change initiatives
- Enhanced crisis management capabilities
- Optimized use of communication technology and platforms
- Data-driven decision-making through communication metrics

Target Audiences

1. Project managers and team leaders
2. Corporate communication professionals
3. Human resource managers
4. Marketing and PR specialists
5. Organizational development consultants
6. Executive leadership teams
7. Change management professionals
8. Customer relations managers

Course Duration: 5 days

Course Modules

Module 1: Foundations of Communication Planning

- Understanding the communication process
- Identifying organizational communication goals
- Mapping internal and external stakeholders
- Selecting appropriate communication channels
- Developing clear and concise messaging
- Case Study: Successful organizational communication planning

Module 2: Strategic Messaging Techniques

- Crafting impactful messages
- Tailoring communication for diverse audiences
- Storytelling and persuasive techniques
- Incorporating branding into communication
- Aligning messaging with organizational objectives
- Case Study: Strategic messaging in corporate campaigns

Module 3: Digital Communication Tools

- Overview of digital communication platforms
- Leveraging social media for internal and external communication
- Email and instant messaging best practices
- Video conferencing and webinars for engagement
- Monitoring and analyzing digital communication effectiveness
- Case Study: Effective digital communication strategies

Module 4: Stakeholder Management & Analysis

- Identifying key stakeholders and their interests
- Conducting stakeholder communication audits
- Adapting messages to stakeholder needs
- Building trust and rapport with stakeholders
- Conflict resolution and negotiation techniques
- Case Study: Stakeholder engagement in project execution

Module 5: Crisis Communication Strategies

- Understanding crisis scenarios and risks
- Preparing crisis communication plans
- Communicating under pressure and uncertainty
- Maintaining transparency and credibility
- Post-crisis evaluation and lessons learned
- Case Study: Crisis communication in corporate settings

Module 6: Change Management Communication

- Principles of change management
- Communicating organizational change effectively
- Reducing resistance through communication
- Leadership roles in change communication
- Evaluating change communication effectiveness
- Case Study: Successful change management communication

Module 7: Communication Metrics & Feedback

- Designing KPIs for communication effectiveness
- Collecting and analyzing feedback
- Reporting insights to stakeholders
- Continuous improvement through data
- Integrating feedback into future strategies
- Case Study: Measurement of communication ROI

Module 8: Leadership Communication Skills

- Developing executive communication strategies
- Influencing teams and stakeholders
- Enhancing public speaking and presentation skills
- Coaching and mentoring through communication
- Building a culture of accountability and transparency
- Case Study: Leadership communication excellence

Training Methodology

- Interactive lectures and discussions
- Hands-on exercises and role-playing scenarios
- Real-world case studies for practical learning
- Group projects and collaborative tasks
- Digital tools demonstrations and simulations
- Feedback and performance evaluation sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com