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hayter**marketingcommunications**inc.

## **Make Employees Your Best Ambassadors: Use Proven Principles for Internal Communications**

**Get leaders and managers tapping into the strategic value of internal communications.** Learn how to use proven communication principles to transform your employees into your organization's best ambassadors. Learn how to keep employees "on message" and conveying consistent messages to key stakeholders and the general public. Take advantage of the benefits that come from employees who know how to identify new corridors of opportunity and react more quickly to the constant turbulence of change in the workplace.

During this workshop, you will receive through examples, case studies and exercises, a practically-minded approach to your internal audience that you can use now. **You will discover how to:**

- **Address gaps** between how you are perceived and how you want to be perceived
- **Enhance your organizational reputation** and **promote your programs and initiatives**
- **Break through the noise** in this era of information overload by communicating clearly and effectively to get the needed support and action
- **Clarify the roles** of leaders and front-line employees so they become your best ambassadors
- **Move forward** from information distribution to two-way communication - with the right messages, in the right channels, at the right time

### **You will leave with:**

- **A summary** of proven techniques and tools you can use to successfully leverage internal communications for results
- **Supporting** data for future decisions
- **Clear descriptions** of perceptions that affect internal and external communications success
- **Checklists** for getting results

### **Who should attend this one-day seminar?**

Communicators, team leaders, front-line employees - anyone under pressure to do more for less, increase support, initiate or implement change and break through the noise.

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