



مركز الوقت للتدريب
Time Training Center

**COMMUNICATION STRATEGY DESIGN &
DEVELOPMENT COURSE**

Introduction

This intensive course equips professionals with the skills and frameworks needed to design, develop, and implement strategic communication plans that drive organizational success. Participants will learn to align communication objectives with business goals, craft persuasive messages, select effective channels, manage stakeholders, and measure the impact of their communication efforts. Through practical exercises and real-world examples, learners will leave with the ability to create communication strategies that build reputation, influence stakeholders, and deliver measurable results.

Learning Objectives

- Understand strategic communication principles and best practices
- Conduct stakeholder mapping and audience segmentation
- Develop persuasive messages and strategic narratives
- Select appropriate communication channels and tactics
- Build and manage comprehensive communication plans
- Monitor, measure, and refine communication strategies

Course Details

Mode of Training	Classroom or Online
Duration	5 Days

Who Should Attend

- Corporate communication and public affairs professionals
- Marketing, branding, and PR specialists
- Project managers and department heads involved in stakeholder communication
- Leaders responsible for change management and reputation building

Certificate(s)

Participants who complete a minimum of 80% of the total training hours will receive a **Certificate of Completion** issued by **Time Training Center**. This certificate reflects their active participation and commitment to professional development in the relevant field.



Course Outline

Module 1: Foundations of Communication Strategy

- Key principles and concepts of strategic communication
- Aligning communication goals with organizational objectives
- Understanding the role of communication in reputation management and stakeholder influence
- Conducting communication audits and situation analyses

Module 2: Stakeholder Mapping and Audience Analysis

- Identifying, grouping, and prioritizing stakeholders
- Techniques for stakeholder mapping and audience segmentation
- Developing engagement strategies for diverse stakeholder groups
- Managing stakeholder relationships effectively

Module 3: Communication Channels, Tools, and Tactics

- Overview of communication channels and media selection
- Choosing the right mix of tools for different audiences
- Integrating digital, traditional, and hybrid communication methods
- Best practices for designing impactful communication tactics

Module 4: Message Development and Strategic Positioning

- Crafting key messages and strategic narratives
- Creating proof points with hard and soft evidence
- Techniques for persuasive messaging and influence
- Embedding strategic communication into leadership and culture

Module 5: Implementation Planning and Execution

- Building comprehensive communication plans
- Defining roles, responsibilities, and resources
- Managing cross-functional communication initiatives
- Crisis communication essentials and managing high-pressure scenarios



Module 6: Monitoring, Evaluation, and Strategy Refinement

- Establishing communication metrics and KPIs
- Tools and methods for measuring communication effectiveness
- Conducting evaluations and feedback loops
- Adapting and refining strategies based on performance insights

Methodology

We employ a comprehensive and applied learning strategy, integrating theory with real-world implementation:

- ❖ **Conceptual Learning:** Expert-led sessions on catalytic theory and engineering principles
- ❖ **Interactive Workshops:** Group exercises, presentations, and technical discussion forums
- ❖ **Case-Based Learning:** Industry-specific examples and troubleshooting scenarios
- ❖ **Technology Integration:** Digital tools, simulations, and catalyst modeling applications
- ❖ **Assessment:** Pre-tests, post-tests, and Competence Validation Exams for Certified courses to ensure knowledge transfer and skills validation

Note: Instructors may adjust the training approach to fit technical requirements or participant engagement levels.

Instructors

Our instructors are seasoned Corporate Communication and Strategic Planning Experts with over a decade of practical experience across sectors such as corporate, government, consulting, and non-profit organizations. They bring hands-on insights into building and executing high-impact communication strategies. Detailed trainer profiles will be shared upon request.

About Time Training Center

Time Training Center is a leading professional training institute in Abu Dhabi that provides students and professionals with quality education and skill development programs. Time Training Center is accredited by the Abu Dhabi Center for Technical Vocational Education & Training (ACTVET) with a specialization in Computer and Management Training programs and certified by QA QC with ISO 9001:2015.

Operating in Abu Dhabi for over 3 decades, Time Training Center has established brand value as a high-quality Management & Technical Training Center in Abu Dhabi. We have also secured strong loyalty from corporate companies and associations with our holistic and practical teaching approach.

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