

**Seminar 2: Internal Communication**

❖ One half day

Content:

- Perception and transition of emotions
  - o *How do we understand the emotions of others?*
  - o *How can we minimize the misunderstandings?*
- What is Communication?
  - o *How do we usually communicate?*
  - o *What are the barriers in effective communication?*
  - o *Choosing the best communication channel*
- Communicating between departments with different culture
  - o *Ex: finance people are behaving differently than marketing people,*
  - o *Programmers are strange people in the eyes of the sales people, why?*
- Typical dilemmas of modern companies; Influence in Communication
  - o *how to run a meeting,*
  - o *should we collaborate with our colleagues or enhance competition for higher sales,*
  - o *Cult of secrecy Vs. faith in transparency*
- *Elements of Internal communication*
- *Tips and advises about internal communication plans*

Why?

When companies grow, the fun and “start-up” spirit tends to erode by itself. In no time your company grew to a large successful organization... where richness of communication has been lost.

This essential seminar presents participants with fundamentals of communication and internal communication. Simple, yet effective techniques can help spread a new atmosphere in the company.