

THE EXECUTIVE SERIES

PRACTICAL STRATEGIC COMMUNICATION TRAINING

Strategic communication allows an organisation to achieve its envisioned end-state by encouraging stakeholders to act in a desired manner. To facilitate strategic communication, Right Impact Training designed the DASTEM framework to guide executives in developing a communication strategy and chart a matrix that will facilitate the anchoring of tactical communication plans.

Programme Topics Include:

- Philosophy of Tactical Communication Strategies
- DASTEM Framework for Developing Communication Strategies
- Analysis, Research & Critical Decision Making
- Channels of Communication
- Strategic Communication Matrix
- Case Studies and Practicum
- Reflection and Evaluation

Methodology

Experiential learning that allows participants to acquire skills through a good mix of classroom delivery, hands-on activities and personal reflection.

This programme is for you if you wish to:

- Learn the DASTEM framework for developing communication strategies
- Learn to conduct analysis, research and critical decision making
- Understand the various channels of communication
- Learn to build a strategic communications matrix

Pre-requisite

Competency in English

Programme Duration

Full Day

Practical Strategic

Communication Training can be tailored to be an effective management review or management-focused group discussion. Speak to our programme manager to find out more.

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