

Communicating Strategically

Course Number: 4320

Length: 2 Days

Primary Delivery Method: Instructor-led live classroom

Alternative Delivery Methods: Instructor-led online (synchronous)

Course Description

Learn to strategically tailor messages to different audiences in ways that strengthen professional relationships and promote workplace engagement. Maximize the impact of your communication through intention and planning to ensure messages are aligned with organizational and personal goals.

Intended Audience

This course is designed for people with roles that require strategic communication or for those who aspire to these roles.

Course Learning Objectives

- Assess key principles of strategic communication
- Use strategic communication to lead organizational change
- Use strategic communication to influence others in the organization
- Develop a strategic communication plan

Course Additional Features

- Producer Support
- Technical Support Team
- Extended Learning Bursts
- Dedicated In-House Accessibility/Section 508 Compliance
- Student Resource Guides
- AI Prompts

All details about the Additional Features are available on this page. [Click here to Explore](#)

Course Schedule

DAY ONE	
MORNING	Module 1: Introduction to Strategic Communication
LUNCH	
AFTERNOON	Module 2: Leading Change with Strategic Communication

Communicating Strategically

DAY TWO

MORNING	Module 3: Strategic Communication and Influencing
LUNCH	
AFTERNOON	Module 4: Strategic Communication Application

Learning Methods

Individual, small-group, and large-group exercises; lecture; discussion

Credits

National Association of State Boards of Accountancy (NASBA)

- Field of Study: Communications and Marketing
- Level: Intermediate
- CPEs: 16

Professional Development Units (PDUs)

- Credits: 14

Continuous Learning Points (CLPs)

- Credits: 16

Management Concepts Certificate Program Relationship

This is a core course in the following program(s):

- [Leadership for Contracting Professionals](#)

This is an elective course in the following program(s):

- [Business Analysis and Requirements Management Master Track](#)
- [Leadership Certificate Program](#)
- [Enterprise Risk Management](#)
- [Internal Control](#)
- [Project Management Master Track](#)
- [Human Capital Certificate Program](#)
- [Agile in Government Master Track](#)

Communicating Strategically

- [Program Management Certificate Program](#)

Prerequisites

Suggested

- [Interpersonal Skills: Developing Effective Relationships](#)
- [From Tactical to Strategic Thinking](#)

Pework

There is no prework required for this course.

Requirements for Successful Completion

Full (100%) attendance is expected and required. Successful completion of the course depends on full class attendance and active participation in individual and group exercises.

Follow-On Resources

- [Diplomatically Savvy Leadership](#)
- [Critical Thinking for Problem Solving](#)
- [Unleashing the Power of Innovation](#)
- [Briefing and Presentation Skills](#)
- [Influencing Skills](#)
- [Leading Organizational Change](#)

Communicating Strategically

Ready to Enroll?



See the most recent course information and scheduled classes at this link:
<https://www.managementconcepts.com/course/id/4320>



DON'T MISS OUT
Management Concepts Blog
Weekly Intel for the Federal Workforce

Subscribe