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hayter**marketingcommunicationsinc.**

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

**Get leaders and managers tapping into internal communications' bottom-line value.** Use proven marketing principles on "internal markets" so your employees become your best ambassadors – marketing your company 24 hours a day, seven days a week with consistent company messages, identifying new corridors of opportunity and increasing speed of response to change.

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

- **Address gaps** between how you want to be perceived and how you are perceived.
- **Enhance reputation** and **promote brand** to internal markets (employees, contractors, partners, investors and suppliers).
- **Break through the noise** in this era of information overload by communicating clearly and effectively to get the needed support and actions.
- **Establish the roles** of leaders and front-line employees so they become better communicators.
- **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 the following:**

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

### **Who should attend:**

Motivators, team leaders, anyone under pressure to do more for less, increase sales and profits, initiate or implement change and break through the noise. People from all levels will benefit from this workshop - Leaders, Managers and those that want to be ready for new opportunities (when the timing is right).

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