



## Driving Change Through Internal Communications

Six Live/On-Demand Modules

**Wednesdays, Sept. 13–Oct. 18**  
**3–4:30 p.m. ET**



# PROGRAM INFORMATION



The best internal communications functions are ones that are at the epicenter of powering organizational clarity, business decisions and performance. The challenge is how do you get there?

Driving Change Through Internal Communications will cover the dimensions of what makes up a world-class practitioner and function, helping build the skills and capabilities needed to be successful in the increasing pace of today's business environment.

Participants will learn strategies, behaviors and best practices with real takeaways they can implement today so they can be on the road to building a best-in-class internal communications function and increasing their impact and influence within their organization.

The certificate program will be led by David Grossman, a recognized expert in internal and change communications, and will feature all-star guest speakers who will provide in-depth, real-world and leading-edge examples of internal communications.

Designed as a live, online program of six modules, Driving Change Through Internal Communications will launch on September 13 and run through October 18, airing each consecutive Wednesday from 3–4:30 p.m. ET.

All modules will be recorded so that participants can (re)listen or review them after the live date in preparation for the final exam. Additionally, participants will be given access to PRSA's Online Community, an exclusive forum offering private access and interactive dialogue with other members taking the course.

After successfully completing and passing the 18-question, multiple-choice test at the end of the certificate program, registrants will be awarded a certificate of completion and a digital badge.



# PROGRAM INFORMATION



## This certificate program is designed for:

- Manager and senior-level internal communications and HR professionals.
- Large internal communications teams as well as small-but-mighty teams that punch above their weight.
- Managers and senior-level professionals responsible for employee engagement, culture and other related disciplines.
- Communications leads who support executive and leader communications.
- Communications managers with more than five years of experience.

## By the end of this certificate program, participants will be able to:

- Build world-class internal communications.
- Use communications to create business outcomes — fit for purpose in today's environment and context.
- Play a major role in business-critical change efforts.
- Build deeper advisory relationships and increase their influence across the business.

# LEAD SPEAKER/ MODERATOR



**David Grossman**  
founder and CEO  
The Grossman Group

**David Grossman, ABC, APR, Fellow PRSA, CSP**, helps leaders drive productivity and get the results they want through authentic and courageous leadership communication. He's a sought-after speaker, advisor to Fortune 500 leaders and member of the Forbes Communication Council.

David is founder and CEO of The Grossman Group, an award-winning Chicago-based strategic leadership development and internal communication consultancy. By acting as an advocate for employees and as a thoughtpartner™ to senior management, David and his team help organizations unleash the power of communication as a strategic business tool to engage employees and drive performance.

The firm's client roster includes Abbott Laboratories, General Mills, Kaiser Permanente, and Stanley Black & Decker, among others.

A four-time author, David latest award-winning book, "Heart First: Lasting Leader Lessons from a Year that Changed Everything," features interviews with 30+ leaders from a variety of organizations, each of whom share extraordinarily candid insights and unique leadership lessons.

# SCHEDULE



	MODULE TITLE	DATE & TIME
1	Starting With the End in Mind: Building World-Class Internal Communications	Wednesday, Sept. 13 3–4:30 p.m. ET
2	Communications Planning: A Lever To Driving Business Outcomes	Wednesday, Sept. 20 3–4:30 p.m. ET
3	The New Realities of the Employee Experience	Wednesday, Sept. 27 3–4:30 p.m. ET
4	Understanding the Drivers of Change	Wednesday, Oct. 4 3–4:30 p.m. ET
5	Understanding and Applying the Latest Trends in Internal Communications	Wednesday, Oct. 11 3–4:30 p.m. ET
6	Growing Your Influence and Impact: Stakeholder and Relationship Management	Wednesday, Oct. 18 3–4:30 p.m. ET

# MODULE 1



## Starting With the End in Mind: Building World-Class Internal Communications

► Wednesday, Sept. 13, 3–4:30 p.m. ET

In this module, participants will gain an understanding of what world-class internal communications looks like and the ways it drives business performance.

### **By the end of this module, participants will be able to:**

- Understand the principles and attributes of best-in-class internal communication.
- Be able to think more critically around the role of communications across a variety of value spaces.
- Understand critical communications philosophy including the relationship between leadership and communications.
- Understand why communications teams often win but sometimes fail in their efforts.
- Understand the value internal communications adds and build an elevator speech that speaks to its impact.

# MODULE 2



## Communications Planning: A Lever To Driving Business Outcomes

► Wednesday, Sept. 20, 3–4:30 p.m. ET

In this module, participants will gain a full understanding around how to deploy communications to create future outcomes.

### **By the end of this module, participants will be able to:**

- Understand the pieces and parts of a purposeful communications journey.
- Know how to assess whether their communications systems are effective and efficient and build a baseline for ongoing measurement.
- Be equipped to understand business challenges and design high impact communications strategies to address them.
- Understand the difference between framing, narrative and message – and be able to apply that when communicating strategic direction and priorities.
- Be equipped to understand the power of a purposeful cadence and balanced push/pull channel mix, and how to build a toolbox that leverages the best organizational assets and resources.

# MODULE 3



## The New Realities of the Employee Experience

► Wednesday, Sept. 27, 3–4:30 p.m. ET

In this module, participants will reframe their thinking around the employee experience today and understand how to best deploy the skills they gained in the prior module.

**By the end of this module, participants will be able to:**

- Understand what employees need from their employer today including the 8 key questions all employees have.
- Know the role of communications in building a more resilient, empathetic culture with DNA that resonates.
- Learn how to scope key communications opportunities and maximize critical moments given what employees need today.
- Understand a variety of ways and approaches to segment employee groups and the benefits/impact of each.



# MODULE 4



## Understanding the Drivers of Change

► Wednesday, Oct. 4, 3–4:30 p.m. ET

In this module, participants will gain an understanding of change management and the ways communications can be a driver of this.

### **By the end of this module, participants will be able to:**

- Be able to build an employee-centric change impact analysis.
- Understand how to best engage an organization around change using critical principles of behavioral science.
- Understand social influence, and how key networks determine the ultimate success of the change effort.
- Appreciate the combined power of setting context and employing storytelling to move heads and hearts.
- Know the principles of effective leadership communications and how to create the conditions for leaders at all levels to succeed.
- Understand the role that collaboration, co-creation and ongoing listening plays in activating strategy especially during times of change.

# MODULE 5



## Understanding and Applying the Latest Trends in Internal Communications

► Wednesday, Oct. 11, 3–4:30 p.m. ET

In this module, participants will gain an understanding of the latest trends in internal communications including generative AI, tech stacks and measurement/analytics.

**By the end of this module, participants will be able to:**

- Understand generative AI and its role/limitations across the internal communications landscape.
- Be aware of the latest digital and tech stacks that are helping organizations not only communicate but improve how they operate.
- Understand the latest measurement techniques in internal communications that will help them track sentiment, attitudes and business outcomes.
- Be aware of the evolving attitudes around communications related to purpose, ESG, activism, DEI and other social issues.

# MODULE 6



## Growing Your Influence and Impact: Stakeholder and Relationship Management

► Wednesday, Oct. 18, 3–4:30 p.m. ET

In this module, participants will learn how to grow their personal influence and cultivate stronger advisory relationships with their key clients.

### **By the end of this module, participants will be able to:**

- Know how to effectively cultivate advisory relationships.
- Be able to adopt a consultant mindset for solving problems together with their clients.
- Be able to build social capital to drive their priorities and influence beyond the formal hierarchy.
- Understand how to create stakeholder engagement plans to help themselves and their leaders drive greater influence.
- Be able to “tie it all together” through effective facilitation, air traffic control management and stakeholder management.

# DETAILS & PRICING



PRSA MEMBER RATES*			NONMEMBER
Early Bird Rate (on or before Aug. 1)	Saver Rate (on or before Aug. 30)	Regular Rate	Regular Rate
\$895	\$1,095	\$1,295	\$1,495

\*Global Alliance members qualify for the PRSA Member Rate.

## LEARN AS A GROUP

Special Rates are available for groups of three or more. Please contact PRSA at [pd@prsa.org](mailto:pd@prsa.org) for more details.

## RENEWAL CEUs



Participants with the APR credential earn 0.5 renewal CEUs for each completed module of this course, for a total of 3.0 CEUs.

## REGISTER

[prsa.org/iccp](https://prsa.org/iccp)

## CONTACT

Please email PRSA's Professional Development Department at [helpdesk@prsa.org](mailto:helpdesk@prsa.org) with any questions.



## CANCELLATIONS/REFUND POLICY

Refund of the Driving Change Through Internal Communications Certificate Program fee, less an administrative fee of \$100, will be made if written notice of cancellation is received no later than August 1, 2023. Registrants whose cancellation requests are made after August 1, 2023, will not be entitled to a refund. Cancellation of registration for this event must be made in writing and mailed to: PRSA Driving Change Through Internal Communications Certificate Program, 411 Lafayette Street, Suite 201, New York, NY 10003, or emailed to [registration@prsa.org](mailto:registration@prsa.org). If you cannot attend, you may notify PRSA by August 1, 2023, if another person will be attending in your place. For substitution, nonmembers must pay the appropriate difference in the registration fee. Please call (800) 350-0111 to make this notification.