

Corporate Communication Auditing and Measurement

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Communication Auditing is evaluating and assessing an organization's internal and external communication practices, channels, and messages to identify improvement areas and ensure that communication aligns with the organization's overall business strategy. Communication auditing involves examining the organization's communication policies, practices, and systems to determine if they are effective, efficient, and in line with the organization and its stakeholders' needs. In this course, participants will be exposed to the skills needed to assess organizational communication effectiveness, identify improvement areas, develop solutions to enhance communication, conduct audits, analyze data, and present findings to key stakeholders. Participants will also learn how to create effective communication plans and develop metrics to measure success.

Why Attend

The interactive and participatory workshop includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on presentations, role-playing and group exercises, experience sharing in roundtable discussions, team exercises, and group debriefing.

Who Should Attend

The course is ideal for professionals in communication, human resources, and management roles looking to improve communication within their organization.

— Learning Objectives

- Develop a comprehensive understanding of communication auditing and its benefits
- Learn and apply the fundamentals of the communication auditing process
- Develop analytical skills to assess and audit internal and external communication
- Overcome communication challenges in organizations
- Design strategies for implementing communication audit recommendations

— Course Outline

DAY 1

Introduction to Communication Auditing

- Definition and importance of communication auditing
- Benefits and objectives of conducting communication audits
- Overview of key concepts and methodologies in communication auditing
- Communication auditing and overall business strategy
- Importance of communication auditing in organizations
- Types of communication audits

DAY 2

The Communication Audit Process

- Step-by-step process for conducting a communication audit
- Understanding the different types of communication audits
- Collecting data and analyzing findings
- Planning and preparation
- Developing an audit plan and timeline
- Establishing metrics and benchmarks for evaluation

DAY 3

Assessing and Evaluating Organizational Communication

- Assessing internal communication
- Key areas to assess in internal communication
- Evaluating external communication
- Developing effective external communication strategies
- Stakeholder engagement and feedback
- Identifying key stakeholders and their communication preferences
- Developing strategies to enhance stakeholder engagement and communication

DAY 4

Communication Challenges in Organizations

- Communication functions in organizations
- Informative, regulative, persuasive, and interpretive
- Common challenges in organizational communication
- Verbal communication obstacles
- Nonverbal communication hurdles
- Technology-mediated communication issues
- Cross-cultural communication challenges

DAY

5

Implementing Communication Audit Recommendations

- Strategies for implementing recommendations
- Developing an action plan based on communication audit findings
- Measuring the impact of communication audit recommendations
- Ethical considerations in communication auditing
- Importance of ongoing communication auditing
- Ethical considerations in communication auditing

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Barcelona - Spain	€1,925
9 - 13 November 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Munich - Germany	€1,725
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Frankfurt - Germany	€1,625
15 - 19 March 2027	Rome - Italy	€2,125
19 - 23 April 2027	Kuala Lumpur - Malaysia	€1,400
17 - 21 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.