



MIND THE GAP

BRIDGE THE GAP BETWEEN THEORY AND PRACTICE IN STRATEGIC COMMUNICATIONS

[Ingenium Communications](#) offers a suite of proprietary training workshops designed to bridge the gap between theory and practice in strategic communications. Based on 20 years of experience in refining best practices in communications training, our programs provide high-impact results through the practical application of valuable tips, tools and resources.

Our platinum line-up of workshops is designed to meet individual organizational needs and objectives in order to drive excellence in communications practices. Working in collaboration with each of our clients, our goal is to ensure they receive the highest return on investment from their most valued resource – their staff.

Sessions are offered in a variety of formats including:

Half-day, one-day or two-day sessions

English, French or bilingual

Keynote presentations

All of our workshops can be customized to meet your requirements and budget.

Workshops are delivered by Ingenium's CEO, [Caroline Kealey](#). Caroline is nationally recognized as an expert communications strategist, trainer and author whose experience is rooted in developing over 300 communications strategies over her 20 year career in the public, private and association sectors. Caroline is the developer of the Results Map™, a first-of-its-kind web application for strategic communications planning.

**To book your customized workshop today, contact us at:
613-729-1721 or info@ingeniumcommunications.com**

Communications Strategy Lab

A comprehensive, participatory workshop that immerses participants in highly applicable best practices in results-based communications strategy design.

As Ingenium’s core professional development offering, this workshop is based on our Results Map™ methodology - a step-by-step guide that covers all aspects of the strategic communications planning process from objectives, to public environment analysis, audience segmentation, messaging, tactical implementation and evaluation.

Through an insightful curriculum that triggers understanding and promotes collaboration, participants will have an opportunity to work with their colleagues to complete customized case studies and exercises on topics such as messaging, issues management, audience analysis and evaluation.

Key learnings include:

- Work on actual communications strategy cases to refine and validate approaches based on leading industry best practices
- A step-by-step guide for developing a strategy using a solid architecture that gets attention and delivers measurable results
- Proven methodologies for the “behind the scenes” steps involved in developing a strong communications strategy, such as research, analysis and consultation
- A suite of proven communications strategy structures that are fit-for-purpose for a range of application settings
- New skills in applying strategic communications thinking in facing day-to-day challenges
- A tested methodology for creating a rapid response Strategic Communications Framework in responding to a crisis or issues management file

Participant materials include:

- Advance Reading Package
- Results Map™ Communications Strategy Builder
- Resource Library of Communications Strategy Worksheets
 - Defining Objectives
 - The Communications Performance Indicator Matrix™
 - Issues Analysis
 - Message Architecture
 - Audience Profiling Grid
 - Implementation Matrix
 - Action Accelerator
- Reference Guide and Lexicon

One-day workshop

*\$10,000**

Two-day workshop

*\$15,000**

**Prices based on delivery and workshop materials for 10-25 participants.*



Fuelling Employee Engagement through Communications

A practical workshop focused on maximizing the value of the workforce through proven techniques and strategies to drive employee engagement through effective communications.

Based on several case studies of national organizations, this workshop focuses on the importance of aligning employee communications to corporate objectives, zooming in on the critical role of managers in internal communications, and practical mechanisms to identify and track performance indicators. Participants have an opportunity to work through their own challenges/case studies using worksheets and strategic planning tools which have demonstrated results in employee communications and engagement.

Key learnings include:

- The link between engagement and communications
- Strategies for tying employee communications activities to business priorities
- Proven techniques for working with the manager community to advance employee communication and engagement

Participant materials include:

- Advance Reading Package
- Case Studies
- Alignment Worksheet
- Outside-In Thinking Worksheet
- Communications Approach Worksheet
- Action Accelerator Worksheet
- Communications Performance Indicator Matrix™ Worksheet
- Reference Guide and Lexicon

<i>Half-day workshop</i>	<i>\$5,000*</i>
<i>One-day workshop</i>	<i>\$8,000*</i>

**Prices based on delivery and workshop materials for 10-25 participants.*



The Communications Evaluation Boot Camp

An intensive, hands-on workshop that equips participants with simple, yet powerful evaluation tools and techniques.

The focus of this workshop is on connecting evaluation to a sound strategic communications planning process, so that the findings are meaningful and useful to organizations. Go beyond the basics to discover breakthrough techniques for creating a Communications Performance Indicator Matrix™ to evaluate - and demonstrate - the true value of the communications function to your organization.

Key learnings include:

- How to identify, isolate and track meaningful performance indicators
- The difference between performance indicators and measurement tools, and why it's critical to treat them separately
- Practical tools and techniques to evaluate and measure communications results

Participant materials include:

- Advance Reading Package
- Case Studies
- Communications Performance Indicator Matrix™ Worksheet
- Aligning Objectives to Performance Indicators Worksheet
- Evaluation Framework
- Strategic Considerations
- Reference Guide and Lexicon

Half-day workshop

*\$5,000**

One-day workshop

*\$8,000**

**Prices based on delivery and workshop materials for 10-25 participants.*



What's at Stake? Managing Stakeholder Communications for Results

A thought-provoking exploration of stakeholder communications offering innovative and practical solutions to engage, consult and connect with stakeholders in positive and constructive ways.

This workshop is designed to address the specialized and increasingly relevant field of stakeholder communications. Discuss the difference between audiences and stakeholders, get practical tips and tools for creating a stakeholder map and learn best practices in driving engagement through a strategic approach. This session is directly relevant and applicable to social responsibility campaigns and initiatives, challenging communicators to think beyond accountability and transparency to consider how effective stakeholder relations can actually transform issues, industries and organizations.

Key learnings include:

- How stakeholders differ from audiences and what that distinction means for strategic communications planning
- How to create a stakeholder map and then use the tool to one's advantage
- The role of stakeholder communications in corporate social responsibility

Participant materials include:

- Advance Reading Package
- Case Studies
- Stakeholder Mapping Tool
- Audience Profiling Grid
- Implementation Matrix
- Action Accelerator Worksheet
- Reference Guide and Lexicon

Half-day workshop

*\$5,000**

One-day workshop

\$8,000

**Prices based on delivery and workshop materials for 10-25 participants.*

