

INTERNAL MARKETING & IMPROVING PERCEPTIONS WORKSHOP

Very few employees feel like they understand their organization's Goals and Vision. This is very concerning because poor Internal Communication **can impact your business in many ways!**

Examples include: **frustrated employees, lack of motivation, lack of productivity, disengaged employees, poor collaboration and low organizational efficiency and performance.**

Avoid a **“fire-fighting”** situation in your organization by training your leaders and staff on Internal Marketing on how to take advantage of opportunities to **positively influence customer and client perceptions** of your organization.

Our central philosophy here is **“recognizing that as an organization, you are marketing perceptions with every interaction and everything that you do”**. We will guide you on increasing employee engagement with the company's goals and how to develop brand advocacy.

Discover through our workshops how we can help you **create value in corporate and client interactions**. Workshop is designed to help your organization identify the internal and external capabilities it needs to harness in supporting its organizational strategy and increasing value.

Learn **how to channel specific actions and changes that will strengthen the capacities of your team** and increase the confidence of your shareholders.

Learn trade secrets on the right way of doing Internal Marketing **ensuring that your employees are providing high-quality service to your customers** and helping the **organization grow and flourish**.

THE AVERAGE WORKER SPENDS 2.5 HOURS A DAY LOOKING FOR INFORMATION.

THAT'S MORE THAN A WHOLE WEEK LOST EVERY MONTH



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