

# Effective Communication Strategies (SFw HR)

Participants will be awarded the **Statement of Attainment for HRS-HRM-4015-1.1 Employee Communication Management** upon successful completion of the course.

## Course Objective

This unit addresses the skills and knowledge on emerging trends and development in employee communication, changes in employee expectations and preferences in communication and real-time multimedia communication technologies.

## Course Outline

- **Employee communication strategies**
  - Formulate employee communication strategies for the organization
- **Aligning employee communication to organization objectives**
  - Ensure alignment objectives of employee communication to organisation's objectives
- **Method of employee communication**
  - Explore new approaches for employees' communication that are more effective than existing channels
- **Evaluate, develop or improve overall effective of employee communication**
  - Develop employee communication plan based on employee communication strategy
  - Evaluate overall effectiveness and execute delivery of communication plans

Duration : 2 days, 9am to 6pm (16 hours)  
 Course Venue : SNEF Corporate Learning Centre @ Tanglin

Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)  
 Click on 'Training' and Course Category '**Human Resource / Industrial Relation**'

- ❖ **50% Course Fee Subsidy, capped at \$15/hr (SC aged ≤ 39/SPR)**
- ❖ **90% Course Fee Subsidy, capped at \$50/hr (SC aged ≥ 40/ SMEs)**
- ❖ **Absentee Payroll**  
**90% of hourly basic salary, capped at \$10/hr. Eligibility period: 1 May – 31 Dec 2020**

SME	NON-SME	SELF-SPONSORED	Full Course Fee	Training Grant	Amount Payable
- All SC & SPR	- SC aged ≥ 40		\$449.40	-\$378.00	= <b>\$71.40</b>
	- SC aged ≤ 39		\$449.40	-\$210.00	= <b>\$239.40</b>
	- All SPR				

All prices stated are inclusive of 7% GST

**SC** : Singapore Citizen  
**SPR**: Singapore Permanent Resident  
 : Not Applicable  
**SMEs** : Defined as companies with:  
 (i) at least 30% local shareholding; AND  
 (ii) Group annual sales turnover of not more than \$100 million OR Group employment size of not more than 200 employees.

### Funding Eligibility

In order to enjoy the funding, participants need to fulfill the following requirements:

1. Singapore Citizens or Permanent Residents (PR) of Singapore
2. Attain at least 75% course attendance
3. Successfully complete assessment & certified as competent
4. Has not enjoyed funding for the same course before.
5. For company-sponsored participants, training is fully sponsored by companies, which are registered or incorporated in Singapore

## Enquiries:

Karmila DID: 6827 6923 / Training hotline: 6827 6927

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