



Conscious Communication: Navigating Strategic Communications with Ethics

Context of the Course:

Strategic communication is deemed imperative for stakeholder engagement. Ethical practices are increasingly demanded and recognized, prompting stakeholders, from donors to beneficiaries, to become progressively aware and curious about the motives, methods, and outcomes of interventions by organizations. Consequently, developing communication strategies that transparently and ethically build trust among stakeholders is considered critical. By adopting a conscious, ethical approach, we can restructure methods of communications, culture and stakeholder management. It is crucial for social impact to voice the needs of the last mile by fostering communities that encourage participation. Utilising these approaches enables the mobilisation of resources, community engagement, and even the promotion of behaviour change.



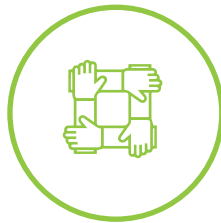
Transparency:

Being transparent about motives, methods, and outcomes of interventions is crucial. This transparency helps stakeholders understand the organization's intentions and actions, fostering trust and credibility.



Ethical Practices:

Ethical communication practices ensure that messages are conveyed honestly, accurately, and with integrity. This builds trust and credibility with stakeholders and helps maintain a positive organizational reputation.



Community Building:

Effective communication strategies should focus on building communities that encourage participation and engagement. This involves listening to stakeholders, understanding their needs, and fostering a sense of belonging and ownership among them.



Resource Mobilisation:

Strategic communication helps mobilise resources effectively by informing stakeholders about opportunities for involvement, collaboration, and support. This can lead to increased participation and resource allocation toward achieving organisational objectives.



Promoting Behaviour Change:

Communication strategies can also be used to promote behaviour change among stakeholders. Not only by conveying messages that resonate with their values and beliefs, but by actively embodying these values can organisations inspire action and drive positive change within communities.

Summary of the Course Offering

This course seeks to provide participants with the knowledge, resources, and toolkits required for building ethical communication strategies and healthy organizational cultures. It will enable professionals to structure, design, and delegate communication programmes throughout their organisation democratically. At the root, this course serves as an introduction to ethically conscious ways of structuring the organisation and its communication.

Who is the program for? (Target audience)

- The program is designed for individuals working in the development sector through CSR programs, impact-based companies or start-ups, NGOs, and similar initiatives.
- Individuals interested in enhancing their communication strategies by engaging ethically and empathetically with diverse communities of stakeholders are encouraged to participate.

Program highlights based on your course design

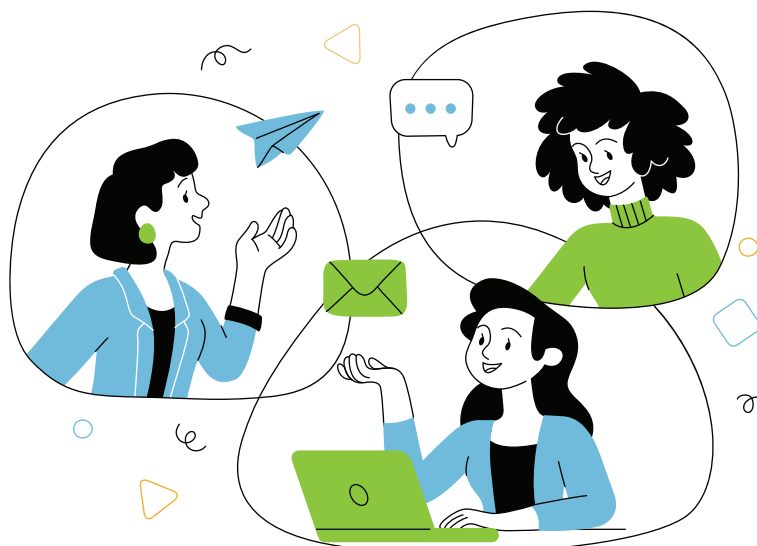
- Reshaping our communications and organisations to bring voices to the fore, democratically.
- Key discussions to give way for ethical and empathetic means to communicate.
- Reshaping our communications and organisations to bring voices to the fore, democratically.
- Practical, useful toolkits and resources to build healthy communication and messages.
- Using evolved approaches to organising and communicating.

Duration of the course:

3 hours

Mode:

Pre-recorded, Self-paced, and Virtual



Course Outline

Topic	Subtopics	Duration	Delivery Method
Introduction to Ethical Communications	<ul style="list-style-type: none"> • Introduction to Ethical Communication Strategies • Conceptualising and crafting messages creatively. • Content analysis and tools. • Avoiding unethical practices. 	30 mins	Online-Virtual Mode
Creative Communication Strategising	<ul style="list-style-type: none"> • What is Strategic Communication? • Developing communication goals and objectives • Tools to use for creativity in strategic communications 	20 mins	Online-Virtual Mode
Use of Social Media	<ul style="list-style-type: none"> • Building trust and engagement. • Content Calendars for sustained online presence. • Understanding audience insights • Collaborations on social media. 	40 mins	Online-Virtual Mode
Media Relations	<ul style="list-style-type: none"> • Understanding media • Designing templates for press releases and media pitches. • Building relationships with journalists and representatives by networking. 	40 mins	Online-Virtual Mode
Internal Communication	<ul style="list-style-type: none"> • Reimagining organizational communications • Introduction to Teal organisations • Engaging employees, volunteers, and other internal stakeholders in organizational communication. 	35 mins	Online-Virtual Mode
Crisis Communication	<ul style="list-style-type: none"> • Building a plan for communications during emergencies • Choosing key spokespersons 	15 mins	Online-Virtual Mode

Expected learning outcomes for students

Upon completion of this course, the participants will be able to:

- ✓ Design consciously effective communication strategies across channels
- ✓ Prepare style guides for communications for their respective organization
- ✓ Critically analyse communication strategies
- ✓ Recognise and implement ethical practices in everyday communications
- ✓ Develop a crisis communication plan
- ✓ Maintain globally accepted ethical standards of communications

Will the course have elements that professionals can take back to their organizations to implement in their work and among their employees? If yes, how would you explain that through the course? (any specific activity ideas, lecture mode, etc).

Throughout the course, lectures will have case studies and resources that professionals can use on their own as well as at their respective organizations. Professionals will get introduced to ethically conscious cultures of communication and organisational cultures.



Fees:

Period	Price
Standard Price	INR 1200 + GST

Online payment:

Please visit the link : <https://shorturl.at/oqvNT> to be filled later for the registration page and online payment.

NEFT/Bank Transfer:

Download the offline form from here <https://shorturl.at/cqyL8> to be filled later and fill in your details. Once completed please send the same along with the payment receipt to kanika@csrbox.org and mark a cc to lakshana@csrbox.org and impact.academy@csrbox.org

Bank Details for payment transfer:

Account Name	Renalysis Consultants Pvt Ltd.
Bank Name	HDFC Bank Ltd
Branch	Shikohpur (Haryana)
Account Type	Current Account Bank
Account Number	50200008642388
IFSC CODE	HDFC0003526

Contact:

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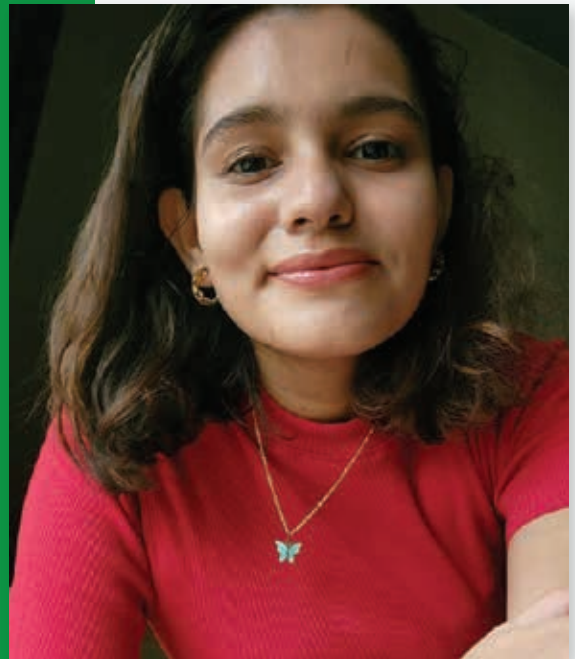
For any immediate escalations or to know more about the Impact Academy, please feel free to write at lakshana@csrbox.org

Terms & Conditions:

1. The registration fee is non-refundable; however, the nominee's name can be changed.
2. Once you submit the registration form along with the payment (online), you will receive the confirmation email within 2 working days. You will receive the details to access the online masterclass along with reading material as soon as you sign up as it is a pre-recorded course.

About the facilitator

Seher Sharma is a seasoned Communications professional. Educated in Journalism, PR, Broadcasting, and Communications, she has worked to advance the communication strategies of organizations in India and Europe. She has worked on issues a broad range of issues like Sexual Health and Reproductive Rights, Women's Education, Waste Management, and Climate Awareness. She earned a Master's in Gender, Culture, and Development Studies and currently works with organizations as a creative consultant and strategist. She has also delivered courses on topics like the Politics of Sexuality, Queer Awareness, and workshops on climate awareness.



About Impact Academy by CSRBOX

Impact Academy is a learner-centered and socially sector-focused platform addressing the gaps in developmental sector professionals' knowledge, ground execution, and further enabling solutions. To complement the inspiring vision and strategy of high caliber small-medium sized social sector organizations and the skills of development sector professionals, Impact Academy offers a set of carefully curated capacity-building courses, masterclasses, workshops, seminars, and boot camps across multiple domains to equip professionals with essential skills to operate and successfully scale their work through the lessons from sector experts.

About CSRBOX

CSRBOX is India's leading CSR knowledge and impact intelligence-driven media platform for the development community. It serves as an enabler, encouraging collaboration and partnerships between CSR stakeholders. Here, we connect and inform over three million professionals through our online platform, and bridge information gaps by providing a range of services for Corporate, NGOs, and social enterprises, to enhance their capacities, aid collaboration, plan projects, publish knowledge resources, conduct research, amplify their reach and much more.