

# Communications self-assessment

This self-assessment will help you benchmark your organisation's communications capacity and prioritize your efforts to optimize it. Consider asking others on your team to complete this self-assessment, too, and discuss how your results align or deviate.

## Scale:

2 = Very Satisfied      1 = Satisfied      0 = Unsure      -1 = Dissatisfied      -2 = Dissatisfied

## Rating your current outcomes

Score

**Engagement:** The right people know, remember, and connect with us, taking meaningful action that helps advance our mission.

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**Clear Voice:** Our organization's voice is clear, credible, compelling, and consistent at each point of contact.

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**Sustainable momentum:** Our organization's communications function has sustainable momentum that's not dependent on an individual.

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How satisfied are you with the outcomes your organization's current communications function is achieving?

**Tally your scores from the three questions above:**  
(Maximum achievable score: 6 points)

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Which outcomes does your team produce most effectively?

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Which outcome(s) could be improved?

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**Scale:**

2 = Very Satisfied

1 = Satisfied

0 = Unsure

-1 = Dissatisfied

-2 = Dissatisfied

**Identifying where your communications effort needs work**

**Score**

**Strategy:** Our organisation is clear who its target audiences are, has a strategy to reach and engage them, and has solid plans to implement that strategy.

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**Team:** We have the right people directing, managing, and implementing our organisation's communications. The structure of their role works well for the organisation.

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**Culture:** Our organisation's expectations for staff collaboration and behaviour encourage healthy internal and external communications.

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**Tools:** We have the people, brand elements, content, media, campaigns, software, and other resources our organisation needs to communicate effectively.

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**Processes:** Our communications team has useful written workflows to achieve outcomes predictably without relying on memory.

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**Reflection:** Our organisation consistently gathers data and uses insights to get smarter and to communicate more effectively.

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**Tally your scores from the three questions above:**  
(Maximum achievable score: 12 points)

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Which of these six areas are you most satisfied with?

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Which of these six areas are you least satisfied with?

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