

How are you creating a better world?

If you think of your vision statement as describing the big picture of your work (the whole pie, as it were), the mission statement defines your slice of it, your organisation's actual purpose. It explains what your organisation does and why it exists. With your vision in mind, use the questions below to articulate your organisation's role in achieving its vision - and explaining what you do.

In one-two sentences, explain what your organisation does.

How does your organisation do it? What's your approach?

Why does the work you're doing matter?

To whom does your work matter the most?

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.

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

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

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)

Which outcomes does your team produce most effectively?

Which outcome(s) could be improved?



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.

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

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

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

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

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

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

Which of these six areas are you most satisfied with?

Which of these six areas are you least satisfied with?

This communications self-assessment is adapted from *The Nonprofit Communications Engine: A Leader's Guide to Mission-Driven Marketing and Communications*.



Strategy Worksheet

Use this worksheet to map out a strategic plan of action.

Problem:

Goal

A big-picture statement of what you are striving to achieve

Objective

A measurable outcome that indicates you've achieved your goal

Strategy

A specific approach that guides your actions and decisions in the service of your goal

Tactic

An action step you take to carry out your strategy