



Communication effectiveness self-assessment

Lite version

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We all agree that communication matters, and that some organisations do it better than others. PRISM's communication effectiveness self-assessment will give you a snapshot of how effective your communication effort is.

While our communication effectiveness assessments include an objective internal and external stakeholder assessment, this self-assessment tool will help to get you started.

When we complete a full communication effectiveness assessment we analyse 16 focus areas against a maturity scale to determine if your communication practices are ad-hoc or managed.

To complete this assessment you will need to consider how you agree, or disagree, with these statements:

How did you rate?

If you scored mostly 1 and 2, we can work with you to turn the ad-hoc into managed. We can help you to lay the foundations for your organisation's communication function.

If you scored mostly 3s, you're on the right track. We can work with you to help embed the structures you need to deliver outstanding communication performance.

If you scored mostly 4s and 5s you are impressive! We can help you to evaluate how your stakeholders think you're going and identify ways to achieve communication excellence.

To find out how PRISM Communication Architects could undertake a comprehensive assessment of your performance please contact us.

Strongly disagree → Strongly agree

	1	2	3	4	5
Strategy					
1. Our organisation's communication vision supports but is distinct from our organisation's overall mission					
2. Our communication goals and outcomes are well defined, measurable and help guide a documented plan of action					
3. Our communication messages are specific, clear, persuasive, reflect audience values and include a solution or course of action					
Implementation					
4. We have built solid relationships with internal and external stakeholders					
5. Our spokespeople are trained in key messages and are consistent in their delivery					
6. We continue to reach new stakeholder audiences through regular and sustained communication activities					
Support and integration					
7. Our organisation's senior management understand and support communication as an integral part of organisational success					
8. Our communication activities are sufficiently resourced					
9. Communication is seen as an integral part of every organisational project or strategy					