

WordsFresh® Fresh Report

AKA “The Internal Comms Anti-Audit”

Six steps for gaining a *fresh* perspective on employee communications – and having fun doing it

Steal these tips (with our anti-audit twists in orange):

- Interview stakeholders and people who can help clearly define your company’s communications goals, needs and challenges. *Plan interviews strategically, with an eye toward engagement and buy-in for future initiatives.*

Include your comms team; other departments you work with regularly (such as IT or HR); senior leaders who can provide support; other employees in target audiences.

- Gather additional information (lists of communications channels, relevant platforms, company publications and work samples). Review interview responses and employee surveys, as well as compare existing communications. *Identify opportunities for improvement, not “weaknesses.”*

Compare your results to see how well they align with industry best practices.

- Develop a list of recommendations based on these results with suggestions for improvement. *Generate a list of “what if” statements to include in the report and inspire long-term improvements.*

Include actionable strategies, recommendations of upgrades to your tools and processes, any training programs needed, etc. Plan some quick initial steps toward improvement to build momentum for the larger plan.

- Create an executive summary. *Don’t issue a “basic” summary just because it’s for internal use. Make it engaging and irresistible. Perfect an executive summary that reflects your point of view.*

Compile results, ideas and action plans in a compelling, streamlined document with easy-to-read graphics.

- Define a rollout plan with a clear timeline to present to leadership. *Think beyond information and metrics – stay open to big, creative ideas you may have along the way.*

Include specific goals and objectives, along with a plan for measuring results. Describe how your action plan aligns with KPIs

- Implement the rollout plan, track results and adjust as needed. *Be sure the audit can serve multiple purposes, such as onboarding new employees and setting outside comms partners up for success.*

Monitor the progress of your improvements with surveys, tracking and follow-up interviews. Let your plan evolve based on this feedback.