

Your annual strategic communications health-check

Great communications depends on some key elements. This assessment tool provides an overview of those elements, and can help you identify your organisation's current communications strengths and any areas for development. Enlist colleagues in the same exercise so you can discuss your findings.

Tick the box that feels most appropriate to your organisation. If statements are not applicable, leave the row blank.

Organisational purpose	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
My organisation has clearly identified strategic goals.					
Our mission is clearly expressed to outside audiences.					
Communications strategy and planning	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
We have clear communication objectives linked to organisational goals.					
We have a current communications strategy or plan.					
We use our plan to guide our work.					
Communications staff have contributed to the process.					
Communications planning is linked with other departments.					
Colleagues understand and value the contribution that communications make.					
Brand and positioning	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The way we communication builds interest in and support for our work.					
The way we communicate presents our organisation well.					
Audience focus and understanding	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
We have identified the audiences we need to reach to achieve our goals.					
We prioritise these audiences to focus what we do.					
We understand our audiences' motives and how to reach them.					

Messaging	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
We use messages that run throughout all communications.					
We gather and tell powerful stories about our work.					
Use of resources	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
We enable our staff to improve their skills.					
We have a balance between proactive and reactive communications.					
We use freelancers and other cost effective ways of boosting our resources.					
Measurement and evaluation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Our communications objectives include measurable targets.					
We evaluate our comms activity effectively (through feedback, research, web analytics etc).					
Results of evaluations are fed back into our planning process (for comms & organisation-wide).					

Analysing the findings

What are the patterns in the results? Do you and your colleagues agree? Are there areas where you are consistently scoring towards the left-hand side of the chart? These are likely to be areas where you need a stronger focus.

Are there any areas where you are scoring consistently on the right-hand side? What can you learn from what you are already doing well?

If you would like to discuss your findings with us contact mediawise@mediawise.net.au or ring Penny Underwood on (03) 9818 8540.

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