



# Communication for Positive Change

## Communication Audit

We're glad you've chosen to evaluate the effectiveness of your communication programs. As an organization that works to make positive change for the betterment of your cause, it's important to have a system in place that elevates your profile in the most beneficial and efficient way possible.

### Your communication audit will:

- a. Determine whether communication programs are aligned with your organization's goals
- b. Take stock of current communication programs
- c. Uncover which communication programs are working (or not working)
- d. Score and rate current communication tactics
- e. Provide suggestions for improvement

“You can't tell where you're going  
unless you know where you've been.”  
—Unknown

# First: Some Q's

1. What is your organization's higher purpose? Why do you exist?

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2. What are your organization's priorities?

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3. Within your organization's culture, how is "doing the right thing" given priority?

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4. What is your short-term and long-term communication plan?

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5. What is your complementary internal communication strategy?

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6. Who are your stakeholder groups?

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7. What are your key messages?

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8. What is your content management strategy?

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9. Are you meeting your communication goals?

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10. Which communication tactics seem to be working well?

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11. Which tactics are not returning the results you expected?

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12. How do you evaluate your communication programs?

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13. What kinds of resources are your communication programs lacking?

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# Communication for Positive Change Scorecard

	Yes	No
1. My organization puts humanity and the planet before profit.	( )	( )
2. My organization's communications are always honest and ethical.	( )	( )
3. My organization's communication plan is clear and focused.	( )	( )
4. We are getting positive results from our communication programs.	( )	( )
5. We are strong at implementing our communication programs.	( )	( )
6. My organization knows what it is our stakeholders value about us.	( )	( )
7. We are good at listening to feedback from our stakeholders.	( )	( )
8. We have the resources to monitor communication trends that may be appropriate for our organization.	( )	( )
9. My organization's communications are focused more on educating and informing than on self-promotion and selling.	( )	( )
10. My organization's communication programs are ideal for meeting our goals.	( )	( )
11. We have established guidelines (related to key messages, corporate identity, editorial) for our communication programs.	( )	( )
12. We have an editorial calendar that covers the next four quarters.	( )	( )
13. We consider communication to be critical to our success.	( )	( )
14. My organization's communications are based on storytelling.	( )	( )
15. We have found the right balance of what content to share and when to share it.	( )	( )
16. My organization's entire team understands our mission.	( )	( )
17. We know how to improve on our communication programs.	( )	( )
18. We are optimistic about meeting our future communication goals.	( )	( )
19. We regularly evaluate the results of our communication programs.	( )	( )

For each "Yes" response, score 1 point.

Score: \_\_\_\_\_

# Ranking

- **Less than 5 points: Poor**

Your organization's communication programs are lacking support and resources and are probably not contributing to your organization's goals.

- **Between 6 and 9 points: Average**

Your organization's communication programs are making some, but not remarkable progress. Should major change within the organization or sector occur, the equity you've built up in your communication programs may be at risk.

- **Between 10 and 13 points: Good**

Communication programs are performing well, but there's always room for improvement.

- **14 points and above: Excellent!**

Congratulations! This is exceptional work.

Thanks for taking the first step to communication for positive change!

It is our goal with this audit to get you thinking about how your communication programs contribute to positive change and how vitally important clear and focused communication is to evolving your organization's mission.

For more readings and information on the *Communication for Positive Change System*, visit our blog: [www.PositiveComms.com](http://www.PositiveComms.com), follow us on Twitter: @positive\_comms, or we're on Instagram at: positivecommsplus

In Phase 2 of the *Communication for Positive Change System* we establish parameters for your communication programs. It's a simple way to bring clarity and focus to your communications. Please contact us at [Info@PositiveComms.com](mailto:Info@PositiveComms.com) with questions, comments, or just to connect.

“If you don't know where you're going, any road will get you there.” —Lewis Carroll

