

COMMUNICATION AUDIT

Use the sample questions below to conduct an audit of internal communication.

1. *Current state of communication function*

- What are the function's main responsibilities?
- What are the function's primary capabilities?
- Who are the key customers?
- How is success measured?
- What is the group's annual budget?

2. *Audience and leadership expectations*

- Who is the target audience for communication, e.g., roles, demographics, attitudes?
- What type of information does the audience want and need?
- What is leadership's vision for the communication function?

3. *Current vs. ideal state of the function*

- Where do current communication activities fall short of leadership and audience needs?
- Where is the function wasting time and money on unnecessary or low-priority activities?
- What skills and capabilities are missing from the function?
- What skills and capabilities are no longer needed or are needed to a lesser degree?

4. *Closing the gap between current and ideal states*

- What work should the function start doing, stop doing, do more of, do less of?
- What new capabilities should the function acquire or develop?