

# Internal Comms Evaluation – get beyond clicks, see effects

Internal Communication has the power to energise and bring together entire organisations. But there's every chance that it misses its targets, falls on deaf ears, or simply fails to catalyse and embed the intended action.

Too often, and for too many reasons, the effectiveness of internal communications is not measured.

| There is too great a reliance on:  | We go beyond, to see the effect on:   |
|--|---|
| <ul style="list-style-type: none"> <li>• Interactions – the numbers of clicks, views and shares</li> <li>• Anecdote - unstructured or unreliable listening</li> </ul> <p>And too often the people in the conversations just aren't consulted</p> | <ul style="list-style-type: none"> <li>• Perceptions of employees</li> <li>• Change in behaviours</li> <li>• Levels of engagement</li> <li>• Results for your organisation</li> <li>• Effects and response of your end-user / customer</li> </ul> |

We will design conversations and/or measures, that let your people express:

- what's most effective now
- what would create the greatest connection and best conversations

We can do that:

- As an audit of all communication
- As a regular pulse check
- As a one-off review of a campaign

We can play back the voice of your people, and give you:



Every employer is different in priorities, culture, existing listening – so the exact programme will look different for everyone. But our conversations are likely to include a review of existing materials and measures, focus groups, interviews, survey, as well as what measures can be created

As an example price, for a single phase of listening and reporting:

| Organisation Size | Approximate Cost |
|-------------------|------------------|
| 250 people        | £2,000-£4,000    |
| 1000 people       | c£6,000          |
| 5000 people       | c£8,000          |



Reason Why

Better understanding means better conversations means better results