ROI Communication

Measurement

In business, measurement drives performance – a company's communication is no exception. Based on extensive experience working with Fortune 500 companies, ROI has developed an integrated communication assessment methodology to measure the effectiveness of a client's communication. The methodology is designed to triangulate data from multiple sources – your employees, your stakeholders, the industry and our experienced perspective.

Upon completion of the assessment, we provide a report consolidating and detailing the findings, as well as recommendations for immediate and long-term changes to the full communication program.

The methodology typically includes the following six components:

Communication Audit

We assess a representative sample of each primary communication channel and vehicle based on criteria such as: reinforcement of company goals, values, messaging and brand, clarity of content, creativity, engagement and facilitation of two-way communication.

Stakeholder Interviews

We interview key stakeholders, from the same or multiple areas of the company, to learn more about the priorities for improving communication and gather ideas on potential approaches.

Survey

The ROI Communication Scorecard™, Channel and Vehicle survey, and custom survey questions provide a quantitative view of communication effectiveness: The Scorecard™ measures understanding of business goals, leader/manager communication, communication culture, and the link between company goals and strategy to individual performance. Your results include a benchmark comparison to other companies who have completed the Scorecard.
[See page 2 for a sample summary report]

The Channel and Vehicle survey measures the effectiveness of specific communication tools and employees' communication preferences.

Employee Focus Groups

Focus groups provide a deeper analysis into employee sentiments and perspectives; providing commentary to elucidate survey and interview results.

Benchmarking

We compare your company's performance to your peers. Possible benchmarking topics include company communication structure, organization, vehicles, channels and communication processes.
We identify areas for improvement as well as activities that are "best in class" areas of opportunity.

Strategic Planning

Prior measurement results serve as the spring-board for a fast-paced, interactive strategic planning process. The result is a strategic communication plan defining objectives, strategies, tactics and ongoing measurement.

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ROI Communication Scorecard™ Snapshot

Company X

This Scorecard has been prepared for Company X using the ROI Communication ScorecardTM methodology, which measures aspects of internal communication that research has shown to be linked to company performance.

Survey Overview

- Survey sent to worldwide random sample of 2,000 Client employees.
- The data represents a 36% response rate (724/2,000), comprised of 31% managers and 69% individual contributors.
- The demographics include 55% of responders located in the U.S. and Canada, 23% in APAC/Australia, 17% in EMEA and 4% in Latin America.
- The majority of participants were in Operations (31%), followed by 30% in Sales, 23% in Services Delivery, 12% in Finance, 3% in HR and 2% in Legal.

Key Recommendations

- Increase focus on improving linkage to employee performance in future communications.
- Provide more channels for employees to ask questions and share feedback with senior management.
- Publish/share employee feedback.
- Establish regular forums for open, two-way dialogue with employees.
- Communicate Scorecard results to leadership and key stakeholders.
- Develop a communication strategy to address key areas and establish accountabilities.

Benchmark profile:

- Industry: Category X
- Revenue Range: $3B-$200B
- Population Range: 10,000 - 82,000

Elements of Communication Effectiveness

Business goals and company performance

How well do employees understand the company's business goals and their role in achieving them?

81%

Leader and manager communication

How engaging are leaders and managers as communicators?

69%

Open communication culture

How well does the company cultivate an open communication culture?

71%

Individual performance

How well does the company provide employees with information that improves individual performance?

59%

100-80%	79-60%	59-40%	39-20%	19-0%
Area of excellence	Potential action recommended	Action strongly recommended	Significant action required	Urgent action required

Scorecard Dimension	Company X	ROI Benchmark		
		Low	Average	High
Business goals and company performance	81%	64%	75%	85%
Leader and manager communication	69%	59%	66%	74%
Open communication culture	71%	52%	63%	71%
Individual performance	59%	58%	65%	76%
Overall communication effectiveness	72%	50%	62%	72%

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