



ROI Communication Scorecard™

The ROI Communication Scorecard™ is an assessment process that measures the effectiveness of internal communication against factors that have been shown to link directly to company performance:

Business goals and company performance

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

Leader and manager communication

How engaging are leaders and managers as communicators?

Open communication culture

How well does the company cultivate an open communication culture?

Individual performance

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

Elements of Communication Effectiveness	
<i>Business goals and company performance</i>	<i>Leader and manager communication</i>
<i>Open communication culture</i>	<i>Individual performance</i>

To learn more about the ROI Communication Scorecard™ or to sign up, please visit www.roico.com or call 1.831.430.0170.

Process

The outcome of this process is a comprehensive assessment of your company's strengths and opportunities for improvement. Each assessment also contains a benchmarking comparison of your company to other companies' scores. (See page 2 for a sample summary report.) In addition, you'll receive specific recommendations on how to improve the effectiveness of your internal communication efforts.

Benefits

As a participant, you can expect to receive:

- An assessment of your communication environment, based on your employees' perspectives
- An established baseline measure that can be used to show the impact of your communication programs
- A confidential comparison of your scores to those of other organizations
- A final summary of results, including scores, key themes and recommendations on how to improve your communication effectiveness
- Complete survey set-up, administration and reporting

To better measure your progress and improvement, we recommend the Scorecard process be administered at regular intervals.

This Scorecard has been prepared for Company X using the ROI Communication Scorecard™ 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

