

# roi Measurement

## 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:

- Understanding and Alignment with Business Goals: To what extent do employees understand the connection between their daily jobs and your company's strategy and performance?
- Effective Leader and Manager Communication: How effectively do senior leaders and managers communicate with employees?
- Open Communication Culture: Is communication across the organization timely? Two-way? Accessible for all employees?
- Linked to Employee Performance: To what extent do communication programs and processes enable employees to perform well and have a positive impact on customers?

Elements of Communication Effectiveness	
<b>Understanding and Alignment with Business goals</b>	<b>Effective Leader and Manager Communication</b>
<b>Open Communication Culture</b>	<b>Linked to Employee Performance</b>

### Process

Our simple diagnostic process involves a preset survey of 31 questions, including 28 multiple choice, one rating scale and two open-ended questions, administered to a random sampling of employees. Participating companies also complete a company profile questionnaire to document information pertaining to company size, industry and internal communication practices.

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 scores of other companies. In addition, you'll receive specific recommendations on how to improve the effectiveness of your internal communication efforts.

### More Information

To learn more about the ROI Communication Scorecard or to sign up, please visit [www.roico.com](http://www.roico.com) or call 1.831.430.0170.

### 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.

### Fee

The introductory fee for participation in the Scorecard is \$20,000, which includes complete administration of an online survey in English for up to 2,000 employees, a summary report and a follow-up meeting to review the results. Additional customization, as well as additional assessment, reporting and consulting are also available.