

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	
Understanding and Alignment with Business goals	Effective Leader and Manager Communication
Open Communication Culture	Linked to Employee Performance

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 scores of other companies. 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.

More Information

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