



Assessing Your Organization's Communications Capacity

Rate Yourself on the Following

| | Assessment Word | Score |
|-----------------------------------|-----------------|-------|
| 1. Clear objectives | _____ | _____ |
| 2. Brand strength | _____ | _____ |
| 3. Written plan | _____ | _____ |
| 4. Someone in charge | _____ | _____ |
| 5. On agenda | _____ | _____ |
| 6. Segmented audiences | _____ | _____ |
| 7. Roles are clear | _____ | _____ |
| 8. Internal communications system | _____ | _____ |
| 9. Elevator speech | _____ | _____ |
| 10. Tailored messages | _____ | _____ |
| 11. Trained spokespeople | _____ | _____ |
| 12. Stories galore | _____ | _____ |
| 13. Crisis plan | _____ | _____ |
| 14. Track relationships | _____ | _____ |
| 15. Refresh messages/messengers | _____ | _____ |
| 16. Metrics | _____ | _____ |
| | Total | _____ |

Top Priorities

1. _____
2. _____
3. _____
4. _____
5. _____

Opportunities for TA _____
