

WORKSHEET

Internal Communication Audit

This worksheet will help you gather the intel needed to review your communication strategy and identify gaps and issues. Download the [Ultimate Guide to Deskless Employee Communication](#) for more!

Audit team

Who will run your audit? If you don't have an internal communications team, we recommend stakeholders from operations, HR, marketing, and your frontline.

Name	Department	Role/Responsibility
<i>E.g., Sarah Marshall</i>	<i>E.g., Marketing</i>	<i>E.g., Communication Tools Review</i>

Audit goals

Your goals should be focused on identifying specific ways that you can improve how information is shared within your organization. For questions to help develop your goals, refer to the Ultimate Guide to Deskless Employee Communication.

GOAL 1	<i>E.g., Assess whether our communications are driving profits and revenue</i>
GOAL 2	
GOAL 3	



Collected info and insights

Use this section to compile your audit findings.

Metrics	
<i>E.g. Email open rates</i>	

Communication tools review				
Tool	Owner	Use	How often it's used	Effectiveness
<i>E.g., LMS</i>	<i>HR</i>	<i>Professional development</i>	<i>Quarterly</i>	<i>Only really used by managers</i>

Anecdotal Insights	
Source	Feedback
<i>E.g., Joe Dopper, frontline associate</i>	<i>Associates aren't learning about promotions until they've already been promoted online for several days</i>



Analyzing your intel

Once you've collected your insights, the next step is to compile your findings into key insights and draw conclusions based on your original goals. From there, you can develop recommendations.

Key Findings
<i>E.g., Both associates and managers don't regularly access current communication tools</i>

Goal Review	
Goal	Conclusion
<i>Eg. Assess whether our communications are driving profits and revenue</i>	<i>Associates aren't being given the info at the right time to properly mobilize on promotions</i>

Recommendations
<i>E.g., Centralize all communications to one digital platform that associates can access on phones</i>

