# Communication Skills Assessment

Year of Assessment:[\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

1. Are you familiar with the current communication strategy?

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1. What role do you play in the current communication strategy?

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1. When communicating with the general public, does the company do a good job establishing a connection with members of the target market?

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1. What is the purpose of the current communication strategy?

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1. What are the company's objectives?

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1. Does every single employee know how to communicate with customers?

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1. During emergency situations, is it very clear who should be in charge of communicating with the media? Does everyone within the organization know that during these periods of time, they should cease all external communication and let a single, pre-determined person act as a corporate mouthpiece?

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1. How well does the company handle internal communication?

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1. Are there any tools which could be used to make both internal and external communication better? Examples include video conferencing, social media sites, email marketing, fliers, television spots, etc.

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1. Does the current communication system seem efficient or do you think it could be more streamlined?

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1. What can you do to improve your role in the communication process?

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1. Do you have any examples of other companies or organizations that have done an excellent job improving their communication process? How did that company or organization accomplish the improved communication?

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1. What role does your department play in the communication program? How do you personally assist with the communication process?

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1. What suggestions do you have to help improve the current communication plan?

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