

The IC Health Check

Your personalised report

It's time to look at your work with fresh eyes

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Welcome to your IC health check

Here is your personalised report covering six core areas:

- Insight and understanding
- Strategy and planning
- Channels
- Content
- Measurement
- Professional development

Each section is colour coded.

- Red signifies an area where you can make the most improvement. Your report includes ideas and recommendations to help progress your thinking and enhance your impact.
- Amber means you are making good progress. Use the report's suggestions to build on your success and take your performance to the next level.

- Green denotes success. Your activities in this area are robust. Your report includes ways to share, deepen and celebrate your good practice.

We hope your report provides a fresh perspective on your internal comms activities. There are many demands on busy IC teams, especially today. Use it to help plan and prioritise your time, attention and resources.

My colleagues and I are on-hand to discuss any aspect of your report. So, feel free to reach out for the virtual coffee anytime. We'd love to hear from you.

A stylized, handwritten signature in blue ink, appearing to read 'Katie Macaulay'.

Katie Macaulay
Managing Director
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