



## Red | Section 1 Insight and Understanding

**Your first step must be to gain a deeper understanding of your organisation's priorities and vision.**

We, therefore, recommend you undertake qualitative research – or a similar structured listening exercise – with senior stakeholders. You can read more about the benefits of this type of exercise in [If you want to persuade, learn how to listen](#).

Ask leaders to describe what success looks like for your organisation. Then, ask them about the obstacles to success, both internal and external, and how internal communication can help overcome these obstacles. What would they like internal communication to deliver for your organisation?

For more information about carrying out this type of qualitative research, take a look at the [AB Acid Test](#). This is a proven approach to qualitative IC research used by organisations large and small for more than 20 years.

Next, we recommend you gain a deeper understanding of your internal audience – their communication habits, needs and preferences, plus their sentiment and opinions. Once you have more information about your workforce, create an audience segmentation model and audience personas. These will help you develop communications that truly resonates with each section of your workforce.

If you would like advice and support, ask [Abi Terry](#), AB's Client Services Director, to send you our process for creating a segmentation model and audience personas.