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Section 1 Insight and Understanding

Congratulations! You have a firm grasp of your organisation's goals and priorities, plus your stakeholders' demands. But as US President Calvin Coolidge once said: "No one ever listened himself out of a job."

To ensure you keep up-to-date and, ideally, ahead of the game, seek out expert opinion on the next significant challenges for your organisation and broader industry sector. Ask for a virtual coffee with a friendly industry analyst or institutional investor.

Similarly, continue to build on your understanding of your internal audience. Regular listening and research activities, such as the [AB Acid Test](#), will yield invaluable insight to help you review and refine your audience personas and segmentation model. You can read more about the benefits of a structured listening exercise in [If you want to persuade, learn how to listen](#).

Analyse the sentiment of different groups on critical issues. This will help you create targeted communication that resonates with the various segments of your audience. There are now up to four or [five generations inside most organisations](#) and businesses better reflect the true, diverse makeup of society. Plus, we are becoming better at recognising – and celebrating – our unique characteristics as human beings. Be aware of the [many different types of diversity in the workplace](#). We believe the comms professional of the future will be highly cognisant of issues relating to inclusivity and accessibility.

Consider creating an insight group internally with special responsibility to test, pilot and share their views and opinions. Indeed, you may wish to mirror the approach taken by your customer insights team.

As you have a robust approach to research and gathering insight into your organisation's communication needs, would you consider sharing your experience on [The Internal Comms Podcast](#)? Contact [Katie Macaulay](#), AB's managing director and host of the show, if you feel others could benefit from hearing about your approach.