



## Green | Section 5 Measurement

**Well done. You have a robust approach to measurement. As a result, you should be demonstrating the value internal communications is adding to your business. Plus, you should be able to make highly informed, evidence-based decisions.**

Don't rest on your laurels. Review the outcomes you have set for IC against your organisation's business priorities. Are you delivering what matters? And are these outcomes quantifiable?

Review the frequency of your measurement activities and your use of the resulting data. Aim to optimise your channels and content based on real-time information.

Listening tools are constantly evolving. [Relative Insight](#), for example, performs a sophisticated analysis of consumers' written language to better understand their attitudes and behaviours. We find these tools have interesting applications internally. They give IC teams richer data and insight into the thoughts and feelings of the workforce. [Ask us](#) to share a case study.

*A Questionable Exercise* is our research report into the shortcoming of traditional engagement surveys based on interviews with HR Directors. [Download it here](#). Listening tools, like [Medallia](#) and [Culture App](#), offer *continuous* listening, so you can react in the moment issues arise.

Ensure your project briefing template includes a section on measurement so that every IC project has at least one key performance indicator. Where possible, use baseline data to set targets.

Review your IC dashboard – can you do a better job of showcasing the performance of IC? Again, remember to practice what you preach when it comes to representing this data visually.

Interrogate your data and look beyond the initial numbers. What picture does it paint of communications in your business? Don't focus merely on what is not working well. Instead, celebrate successes and create case studies that push boundaries in other parts of the organisation.

Do your colleagues lack confidence in this area? You might want to suggest they take a listen to [Evidence-based IC](#), an episode of The Internal Comms Podcast with measurement and research expert Benjamin Ellis.

We find many IC professionals are looking to up their game when it comes to measurement. If that's true for your colleagues, [ask us](#) about our Impact and Measurement workshop. This will help your team demonstrate the value of their communication efforts with tools and techniques that provide valuable data and genuine insight.

For more measurement hints and tips, download our fun *Good Thinking Guide No.2* [here](#).