



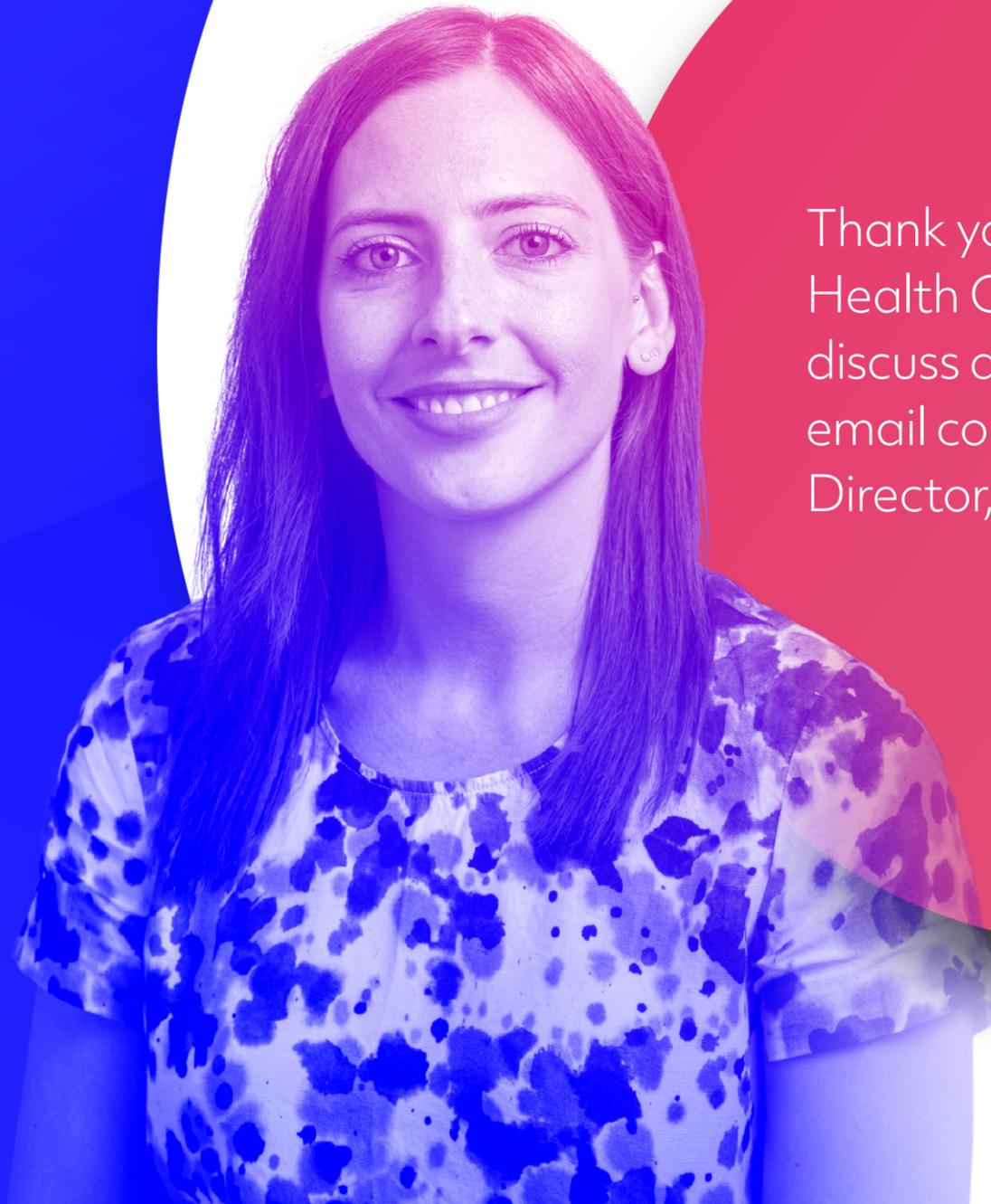
The end is just a new beginning

We hope you found this report insightful and valuable. We aim to give you an objective, fresh perspective on your activities – advice and ideas to spark your interest and help move you forward.

There are often competing demands on internal comms teams. Knowing just where to focus your time and attention can be challenging. And we have just suggested a raft of new activities and tasks! The next step might be to hold an action-planning workshop with your colleagues and key stakeholders to discuss and agree your priorities for the next 12 months. If you would like help designing and facilitating this session, [get in touch](#).

We believe all great organisations are built from the inside out. Keeping employees informed, motivated and inspired is vital work. However you decide to evaluate our suggestions and develop your plan, we wish you every success in the future.

Thank you



Thank you for taking AB's IC Health Check. If you would like to discuss any aspect of your report, email contact AB's Client Services Director, **Abi Terry**.