



Amber: mostly 4 and 5

We recommend you build on your current understanding of your organisation's goals and priorities. Make sure you fully understand the latest iteration of your organisation's business plan.

Next, we recommend gaining a deeper understanding of what senior stakeholders expect internal communications to deliver for the business. Conducting qualitative research with senior leaders, using a structured questionnaire, will yield this valuable insight.

We recommend you also conduct a listening exercise with your internal audiences. This will help deepen your understanding of your employees' communication habits,

needs and preferences, plus their sentiment and opinion on key issues. This vital information will help you develop or update your audience segmentation model and audience personas.

If you need help establishing the strengths and weaknesses of communications today, check out [AB's Acid Test](#) for a proven approach to qualitative IC research used by organisations large and small for more than 20 years.

To check your research approach, get some informal advice from [Katie Macaulay](#), AB's managing director and host of [The Internal Comms Podcast](#). Katie will happily share her experience and insight over a coffee.