



Green: mostly 6 and 7

You have a clear understanding of your organisation's goals and priorities, plus the demands of your stakeholders. Ensure you keep up-to-date and, ideally, ahead of the game. Seek out expert opinion on the next big challenges for your organisation and wider industry sector.

Similarly, continue to build on your understanding of your internal audience. Regular listening and research activities, such as [AB's Acid Test Audit](#), will yield invaluable insight to help you review and refine your audience personas and segmentation model.

Analyse the sentiment of different audience groups to important strategic issues. This will help you create

targeted communication that resonates with different segments of your audience.

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 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.