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You have solid planning processes in place. Continue to reassess what IC needs to deliver for the organisation. What future strategic priorities should you be seeking to support? You have considered what IC needs to deliver for the business, but check these outcomes are as tangible and measurable as possible.

Are your decisions evidenced-based? Make sure you are making good use of all available data inside your organisation. With this insight, you will be ideally placed to update your IC strategy. Check out our guide 'How to Write a Communication Strategy' available as a PDF download on AB's website.

Consider what more you might do to make the vision for IC come alive internally. Can you better align your efforts with colleagues in other communications teams such as Public Relations, Marketing or Investor Relations? Reassess your planning cycle. Is more discipline required to keep plans up-to-date? Review or pilot the latest online communication

planning tools. Our preferred tool is The IC Plan developed by AB associate consultant, Daniel Penton. It helps clients establish a clear, transparent and shareable planning cycle, especially useful for large, busy or dispersed IC teams.

You have a crisis plan in place but how often do you test this in scenario planning workshops? Arrange a chat with our crisis comms expert, Mark Elliot, if you would to assess whether there are gaps in dealing with these incidents related to resource, expertise or processes.

Consider what more you might do to make our IC plan lift off the page and become a living, graphic and highly engaging document for leaders, budget-holders and decision-makers.

How is the level of expertise around planning across your team? Your colleagues might benefit from attending AB's new Strategy and Planning workshop. This covers the tools and techniques needed to align IC efforts to business priorities and audience needs.