



Strategy and Planning

1. We have an IC plan in place that aligns to our business strategy.
2. We have clear outcomes identified for IC.
3. Those of us working in IC share a vision of success for the function.
4. We have tools and process to enable us to plan effectively.
5. Our external and internal communication plans align, especially around crisis communications.
6. Our IC plan is reviewed and updated frequently.
7. We communicate our plans effectively across the business.