



Green: mostly 6 and 7

You have an effective suite of channels in place. Use audience feedback and analytics to optimise these channels, ensuring they work as effectively as possible. Technology is rapidly evolving, particularly mobile applications. Benchmark the characteristics and functionality of your channels – social, digital, face-to-face and experiential – against best practice in internal communications and mainstream media. Ask our senior team to share their evaluation of the best digital platforms and apps on the market today.

Showcase and celebrate the success of your channels by entering them for awards. The appendix of this report, 'Useful Resources', includes a list of IC awards schemes.

Could you be using your channels to drive more productive dialogue and conversation? Use your channels ask questions, instigate debate and generate ideas around the next big challenges for your organisation.

Ensure your IC channels are giving leaders insight into how the

workforce thinks and feels about the issues that matter.

Research shows IC team struggle most with face-to-face channels because these require resource-intensive training and support. Consult your colleagues in HR or Learning and Development about taking face-to-face communication to the next level by pooling your efforts.

While you have a clear understanding of what your channels need to deliver, do your colleagues across the business have the same level of insight and expertise? If you feel they need some targeted training and support, ask us about AB's Channels and Platforms workshop. This gives useful insight into creating a modern channels suite that reaches the right people in the right way. The workshop covers how to build a channel map, deliver the human touch in a digital workplace and recognise your audiences as consumers. We also recommend great off-the-shelf solutions to take your channels from good to great. [LINK]