

Communications Audit

Overview

Our Communications Audit is designed to benchmark exactly what's working – and what's not – in your existing communications programme, identifying how your communications strategy needs to change to meet current and future challenges. Our recommendations give you a blueprint for communications excellence that drives better results.

What you'll get

We'll talk to a sample group of stakeholders – customers, employees, media and analysts – to gather feedback on how effective your communications are in reality. We'll also analyse press coverage to assess just how effective your spokespeople and media materials are at delivering the right messages to the right people.

At the end of the process you'll:

- Understand the overall strengths and weaknesses of your organisation's current communications strategy.
- Know if your resources are hard at work – and not being wasted on ineffective communication vehicles.
- Receive real-life executable recommendations to improve your organization's communications strategy.

Our 8-step process

1. **Determining the key audit areas**
2. **Choosing the appropriate research method**
3. **Collecting and Evaluating past communications**
4. **Query the customer and stakeholder community**
5. **Query the internal audience (your people)**
6. **Analyse media coverage**
7. **Conduct a SWOT**
8. **Present a structured communications plan based on the audit finding**

With an Ascendant Communications Audit, you'll gain all the information you need to take your communications programme to the next level.

