



Communication System

1.

Conduct a Communication Audit

- Identify the current system, in particular the part that applies to your focus of the audit.
- Assess the effectiveness of the system; Identify strengths, weaknesses, and gaps via surveys, one-on-one interviews, focus group, etc.
- Involve all stakeholders when applicable.

2.

Develop or Revise Your System

- Identify the stakeholder(s)/audiences.
- Establish your objective/key message(s) for each audience.
- Choose a mode of communication (*can choose multiple*).
- Choose communication media (*can choose multiple*).
- Determine a communication flow.
- Establish a timeline or frequency schedule.

3.

Evaluate

- Conduct periodic status checks.
- Review results and make adjustments as needed.