

Section V: Going forward... assess, adjust and improve



At A Glance

- ◆ As you begin to implement your high performance communication program, it will be important to gather regular feedback about the impact of your various communication activities, with an eye toward making adjustments, as necessary.
- ◆ In Section V here, we walk you through a “Measurement After Implementation” process that offers guidance on the kinds of feedback mechanisms you can employ and tips to help you evaluate and adjust your plan as you implement. We provide “Measurement After Implementation” and “Assessment of Results” worksheets at the end of this section and include instructions and examples on the following pages about how to use them.



In This Section:

<i>TO DO Checklist</i>	5-1
<i>Getting “buy-in” on key initiatives</i>	5-4
<i>Using Worksheet 5A, Measurement After Implementation</i>	5-6
<i>Using Worksheet 5B, Assessment of Results</i> . .	5-9
<i>A Final Word</i>	5-10
<i>Worksheets 5A, 5B</i>	

How’s It Going?

By now, you’re on the road to high performance, driving value-added communication, with the goal of making a difference in organizational results. Since improvement is never-ending, the emphasis now shifts to effective execution of your plan and evaluating how much impact it is making in line with your objectives and your organization’s goals and targets.

In Section II, “Data Gathering,” and in the “Ideas for Listening” part of Section IV, we list various methods you can employ to obtain ongoing input on communication effectiveness. What follows is a “To Do” checklist of things you should be thinking about doing after implementation.



Quick Tip

Read “To Do” Checklist; Use Worksheets 5A, 5B for Measurement, Evaluation

Your high performance communication initiative is about positively impacting the ability of your organization to reach and surpass its goals. We have prepared two worksheets that will help you to document your ongoing measurement activities after implementation. These worksheets can guide you in reporting results against goals, assess if communication is making a positive impact, and develop corrective plans as required during the year.

The blank worksheets for you to fill in can be found at the end of Section V. First, though, we suggest you read the To Do Checklist that begins on page 5-2 and finishes on page 5-5. Then read the worksheet instructions on pages 5-6 and 5-9 of Section V.