

### Ch3 | Robust Communication

## Organizational Communications Effectiveness Audit

Below is a brief audit to help you determine how well your organization is doing on the key items outlined in this chapter. It is essential that you be completely honest in how you score the questions. This is not an exercise to get the highest score; it is a diagnostic tool to discover areas that need focus and improvement. On a scale of 1 to 10, with **one being strongly disagree** and **ten being strongly agree**, how would you score the following statements?

1. We have a high degree of open, honest communication throughout our entire organization \_\_\_\_\_
2. People in our organization talk in a straightforward and direct way, telling the truth with candor \_\_\_\_\_
3. People in our organization are courageous in their communications and not afraid to put even the most uncomfortable or awkward information out on the table for discussion \_\_\_\_\_
4. The communications environment in our organization is very safe; you can bring up any issue or discuss any topic without fear of reprisal or retribution \_\_\_\_\_
5. We have an intellectually rigorous communication style where people are encouraged to openly question and challenge ideas \_\_\_\_\_
6. Regardless of how much we might challenge or question ideas, our communications always remains completely respectful of the individual who brought the information to the table \_\_\_\_\_
7. There is a high degree of transparency throughout our entire organization \_\_\_\_\_
8. Critical business information is shared freely throughout the company \_\_\_\_\_

### Audit Scoring Key

A score of 9-10 indicates strength in your organization.

A score of 7-8 is a good score, but has room for improvement.

A score of 5-6 is an area of concern – this score needs to be brought up because if it heads in the other direction it could lead to serious issues.

A score of 3-4 is in the danger zone and requires attention and resources to get it moving up the scale quickly.

A score of 1-2 is an emergency and should be dealt with immediately.