

The Quick Review

In about the same amount of time needed for our “elevator speech,” we invite you to review this brief questionnaire that will provide insight into the effectiveness of your communications efforts. We believe that positive results in these eight critical areas show that you have developed the communications components critical to achieving your business mission.

1 We have developed and use corporate and product positioning statements in our communications.

Yes	Yes, but not used	Yes, but need updating	No, we haven't
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2 We have developed key messages that are in line with our positioning statements, and have assembled data and examples to support them.

Yes	Yes, but not used	Yes, but need updating	No, we haven't
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3 We analyzed our competitors' positioning, messaging and communications before we created our own key messages.

Yes	Yes, but not used	Yes, but inaccurate	No, we didn't
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4 We integrate our positioning and key messages into all of our communications with employees, customers and investors.

Yes	Yes, but not for all three	No, we don't
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5 We have an ongoing, proactive communications program to reach our three key stakeholder groups: employees, customers and the investor community.

Yes	Yes, but not used	Yes, but needs updating	No, we don't
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6 We have an active media relations program.

Yes	Yes, but not used	Yes, but needs updating	No, we don't
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7 We have a strategy to reach out to third-party groups, whose opinions can affect our reputation, including financial and industry analysts, top-tier management consultants and leading academics.

Yes	Yes, but not used	Yes, but needs updating	No, we don't
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8 We have established metrics to measure the progress of our communications program and the contribution it makes in achieving our business objectives.

Yes	Yes, but not used	Yes, but need updating	No, we haven't
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There is no magic score. However, we at Acumen believe that to the degree you can answer “Yes” to all eight questions, the greater your likelihood of overall business success. If you are not satisfied with your answers, let's talk. Acumen Strategic Communications can help. Call one of our managing partners, John Kessling at 212-627-7520 or Richard Miles at 617-771-1212.