



STRATEGIC COMMUNICATIONS CHECKLIST

Ask yourself the following questions to assure that you are being strategic at every level. Then adjust where appropriate to improve your communications effectiveness.

1. What is the business objective being supported?
2. What problem do we seek to overcome? What's the opportunity to seize?
3. What is the communications objective? What attitude or behavior am I trying to achieve?
4. What research is available to guide communications?
5. What is the environment for this communications effort in terms of attitudes toward my organization, communications of competitors, community concerns, and broader societal issues?
6. Have we involved all the right people in gathering input and providing review?
7. What stakeholders are most critical to this effort? What are their interests and concerns? How can we best reach them?
8. Are we communicating with our own employees and others in our inner circle before we go outside?
9. How can we assure that our communications with key stakeholders is two-way?
10. Is there a community partner that we could involve to improve our effectiveness?
11. Do we have a credible spokesperson that is appropriately prepared?
12. Do we have a clear, simple message and compelling supporting points?
13. Do our communications reflect our core values of reverence, integrity, compassion and excellence?
14. Is our material visually appropriate and memorable?
15. Are our communications consistent with our brand?
16. Do our communications build on what we have done in the past?
17. Have we tailored our communications so that they are culturally appropriate for the intended stakeholder?
18. Have we compared the potential benefit of our planned actions against the probable value of doing nothing, or responding only?
19. Have we included a mix of tactics?