

Corporate Communications

Are you asking the right questions?

Starting out

1. What is the problem you are trying to solve?
2. What are you trying to achieve?
3. What is/are the business objective(s)?
4. What is/are the communication objective(s)?
5. Is your answer to Q2 above, consistent with your answers to Q3 and Q4?

Clarity or confusion?

1. Are you clear on the strategic makeup of your brand - its purpose, personality & TOV, values and vision?
2. What is your brand's passion story?
3. When was the last time you did a brand audit?
4. In the case of any previous activity, are you clear on the outcome? What could have been done better or differently? What has been learned?
5. Is there a social media strategy in place? If not, act now. If yes, does this need to be revised or updated?

Social fast-tracks networking

1. How is social media used by the business? Why? Is your answer progressive or stagnant?
2. How are you partnering on and off line? What initiatives do you have in place?
3. What is your content strategy?
4. Are your senior staff active on social? Why or why not? Is your business structure affecting how social media is used?
5. How do you think answers to the above affect the culture of your workplace?

Questions that I like to ask

1. Does your company's vision support the integration of communications as a key business function?
2. Is your communications team invited to attend management meetings?
3. Are your communications staff trusted, empowered and respected? Is there a stranglehold on certain communications functions? If so, why?
4. Are the communications and sales functions integrated?
5. How does the company generate ideas, get inspired and celebrate staff efforts?
6. Does your business foster collaboration internally and externally? How?
7. Can management see potential in staff/candidates beyond their CV? Do you take time to get to know your hires to develop real relationships that can feed into the business?