



Amber

Section 1 Insight and Understanding

You have some understanding of your organisation's goals and priorities. It is now time to take this to the next level.

First, check you fully understand the latest iteration of your organisation's business plan. Second, ensure you have a clear picture of your senior stakeholders' issues, concerns, and the value they want IC to deliver.

Consider conducting qualitative research with senior leaders using a structured questionnaire. You can read more about the benefits of a structured listening exercise in [*If you want to persuade, learn how to listen*](#).

We recommend you also conduct a listening exercise with your internal audience that is deeper and more tailored than your organisation's annual engagement survey. This will deepen your understanding of your employees' communication habits, needs and preferences, plus their sentiment and opinion on crucial issues. This will give you vital information to help develop or update your audience segmentation model and audience personas.

If these frameworks are new to you, email [Abi Terry](#), AB's Client Services Director, and ask for AB's process for creating a segmentation model and audience personas.

To find out more about gaining a deeper understanding of your organisation's goals, stakeholders, and audience, check out [*Would your organisation pass the Acid Test?*](#) This explains a particular approach to qualitative IC research we've been using inside organisations large and small for more than 20 years. If you'd like to know more, download a [PDF overview of the Acid Test](#).