



# Insight and Understanding

1. I have a clear understanding of our organisation's strategy.
2. I understand the business priorities of my senior stakeholders.
3. I understand the value leaders expect IC to deliver.
4. I understand the barriers and obstacles to effective communication inside our organisation.
5. I understand the communication needs and preferences of the internal audience.
6. I am able to meaningfully segment my internal audience.
7. Audience personas enable me to better understand who I am targeting.