



Red: mostly 1, 2, and 3

We recommend you undertake qualitative research or a similar structured listening exercise with senior stakeholders to gain a deeper understanding of your organisation's priorities and vision.

Ask leaders what internal communication needs to deliver for the business. What are the obstacles to business success both internal and external? How can communications help overcome these obstacles? You can find the answers to these questions by carrying out a robust communications audit, such as [AB's Acid Test](#).

Next, we recommend you take a closer look at your internal audiences – their communication habits, needs

and preferences, plus their sentiment and opinions. Once these are properly understood, you can create an audience segmentation model and audience personas. These will help you create communications that truly resonates with each section of your workforce.

If you would like some informal advice and support to help you gain a deeper understanding of your organisations goals and its IC needs, contact [Katie Macaulay](#), AB's managing director and host of [The Internal Comms Podcast](#). Katie will happily share her learning and insight having run AB's Acid Test Audit inside organisations large and small.