**Internal Communication audit planning** Interactive template

Company name:

**Step 1: Evaluation**

Determine what will be included

Make a list of the items, channels or audiences you want to evaluate through the audit (we’ve included some examples below).

**Step 2: Timing**

How long will the audit take?

Speak to your leadership to identify any potential restrictions and discuss the timings. Note down any important information.

**Internal Communication audit planning**  Interactive template

**Step 3: Get leadership buy-in**

How do you get leadership involved?

For each step, write down the actions you’ll take to get your leadership involved in the process.

**Step 4: Audience**

What employees are you selecting?

Note down a diverse set of employees from all business areas, roles, locations and levels.

Set out your evidence

Do you have any existing templates & processes?

Show how great internal comms will help your company

**Internal Communication audit planning** Interactive template

**Step 5: Communicate**

Share that you’re performing an audit

Write a message to your focus group of employees explaining why you’re doing it and what you will do with their feedback.

**Step 6: Collect your information**

How will you collect info from employees?

Note down the ways you’ll collect information and map out the questions you’ll ask your focus group.

Questions:

Quantitative Data

Qualitative Data

Review existing internal comms practises

**Internal Communication audit planning** Interactive template

**See how Oak can transform your internal comms strategy**

[**Book a demo**](https://www.oak.com/book-a-demo/)

**Step 9: Publish the report**

Communicate the audit

Make sure you tell people what you’ve discovered and how you plan to address it. Write some notes below to structure your report.

What’s the proposed solution?

Explain the current state & what you’re doing about it:

Cost of the solution & cost of doing nothing:

How will it be executed?

What is the problem you’re solving?

Executive summary