

SAMPLE

Organization for Communication	Assessment score			
	Unknown	Disagree	Somewhat disagree	Somewhat agree
	Somewhat agree	Somewhat agree	Somewhat agree	Somewhat agree
	Somewhat agree	Somewhat agree	Somewhat agree	Somewhat agree
	Somewhat agree	Somewhat agree	Somewhat agree	Somewhat agree
				score

A communications plan is part of the project schedule.	1				36.36
A single individual is responsible for and held accountable for developing the communication plan and executing it.		1			36.36
The selected messengers/spokespeople are the best person/s to communicate key messages to target audiences.				1	18.8
The project has an executive sponsor who is visibly committed to the communications plan.			1		27.27
A clear link has been established between the goals of the project and the messages being delivered.		1			36.36
The most suitable and most effective communications channels for target audiences have been selected.				1	18.8
Appropriate understanding of the project's key messages and communications plan has been provided to key messengers/spokespeople.	1				36.36
Initiatives to measure the effectiveness and assess the success of the communications effort are in place.				1	9.09
The communication plan itself has been communicated to all persons involved in the communication effort.			1		27.27
The communications tools that have been identified are easy to deploy and appeal to identified audiences.			1		27.27
Communications plan has been shared with internal communications and is well integrated into communications infrastructure.	1				36.36

TOTAL	310
POSSIBLE SCORE	400
RISK LEVEL PERCENTILE	78%