

## **WHAT'S YOUR CQ (Communications Quotient)?**

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| Do you have an HR function (either employed by you or on contract)?                              | Yes | No |
| Do you have a PR function (either employed by you or on contract)?                               | Yes | No |
| If so, do your HR and PR groups meet with each other regularly?                                  | Yes | No |
| Do you have an internal communication plan?  | Yes | No |
| Are your messages getting through to your employees?   | Yes | No |
| Do you regularly talk to your employees about your business?                                     | Yes | No |
| Are your employees good ambassadors for your business?   | Yes | No |
| Do you regularly obtain input from your employees about their needs and concerns?                | Yes | No |
| Do you use at least 3 different methods of communicating with your employees?                    | Yes | No |
| Is there diversity in your workforce?  | Yes | No |
| Different age groups?  | Yes | No |
| Men and women?   | Yes | No |
| Different racial, ethnic or cultural groups?   | Yes | No |
| Physically/mentally challenged individuals?  | Yes | No |
| Do you think you communicate effectively with your diverse groups?                               | Yes | No |
| Do your employees feel well-informed?  | Yes | No |
| Are your employees engaged in their work, and content with your company?                         | Yes | No |
| Do your employees respond positively to your communications efforts?                             | Yes | No |
| Do managers <u>and</u> employees think in terms of "we", rather than "we-they"?                  | Yes | No |
| Are your employees knowledgeable about your business?  | Yes | No |
| Do you have a corporate communication policy covering such issues as personal blogs and e-mails? | Yes | No |
| Does your company use an Intranet?   | Yes | No |

### **SUSAN CAROL ASSOCIATES PUBLIC RELATIONS, INC.**

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CONNECTIONS IN COMMUNICATION

Do you have a corporate blog? Yes No

Are you confident in your ability to get your messages across to employees? Yes No

What types of communication channels do you use to communicate with your employees?

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How do you communicate with your employees in a crisis?

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If you have more "no" answers than "yes", you may have some deep-seated and difficult communication problems to overcome with your employees. We can help. Make sure your message is being heard. Contact us today at 540.659.0843.

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