



Internal Communications - Desired State

A Survey for Professional Services Firms

- **“The Big Picture”** – I am aware that a Vision for the firm exists. I know what we want the firm to look like and how we want to be perceived in three years. I know the “why” behind the Vision. I have been given an opportunity to have a voice in the Vision’s development. The Vision is clearly articulated and well communicated to the employees on a frequent basis.

What Vision?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- **Up-to-Date-Organization Chart** – I know where I fit in, who is responsible for what, and to whom I am accountable.

What chart?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- **Job Description and Performance Appraisals** – I have a clear understanding of what is expected of me in my job. If not, I am comfortable asking for clarification. I receive frequent feedback on my performance.

No clue?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- **Policy Updates & Changes** – Communicated information is clear, credible, sensible, timely and relevant. I feel information is not withheld from me without a good reason.

Not even close?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- **Active Listening is Encouraged and Practiced** – Communication involves both sending and receiving information. Without listening, there is no communication. Our managers and employees understand that active listening is not only polite but also establishes a welcoming rapport that builds relationships with respect and dignity.

Not even close?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- Team Attitude – Cohesiveness and mutual support result in allegiance toward achieving a common Vision. Competitive energies are focused on professional development of employees and the overall improvement of the firm. There is an emphasis on all of us being in One company, aligned toward common goals.

Not even close?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- Staff Meetings – Each office has regularly scheduled staff meetings that include all employees. We have a clear agenda and set a time limit. During these meetings we hear about new jobs; new proposals; client meetings; client visits to our office; networking opportunities; technical meetings and new personnel. Management uses these meetings as opportunities to give positive feedback and recognition, to discuss changes, and to answer our questions.

Not even close?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- Open Door Policy – Management is easily and often accessible to me to answer questions or hear new ideas. They are willing to receive my input by email, telephone or face-to-face opportunities during the day. They even have suggestion boxes in the offices. I am similarly available to managers and am willing to listen to the manager’s ideas, issues and suggestions.

Not even close?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- Rumor Mills and Active Internal Grapevines – Our internal communication is so effective that we seldom have to spend valuable time and effort handling rumors about the firm. We find our system minimizes in-fighting, careless errors, low morale, waste, and duplication.

Not even close?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

- We don’t “Shoot the Messenger for the Message” – I feel there is a presumption of good faith and respect among the employees of the firm. Because of this attitude, I feel free to communicate with the timeliness, clarity and credibility that are essential for the continuing success of the firm.

Not even close?.....We are there!
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10