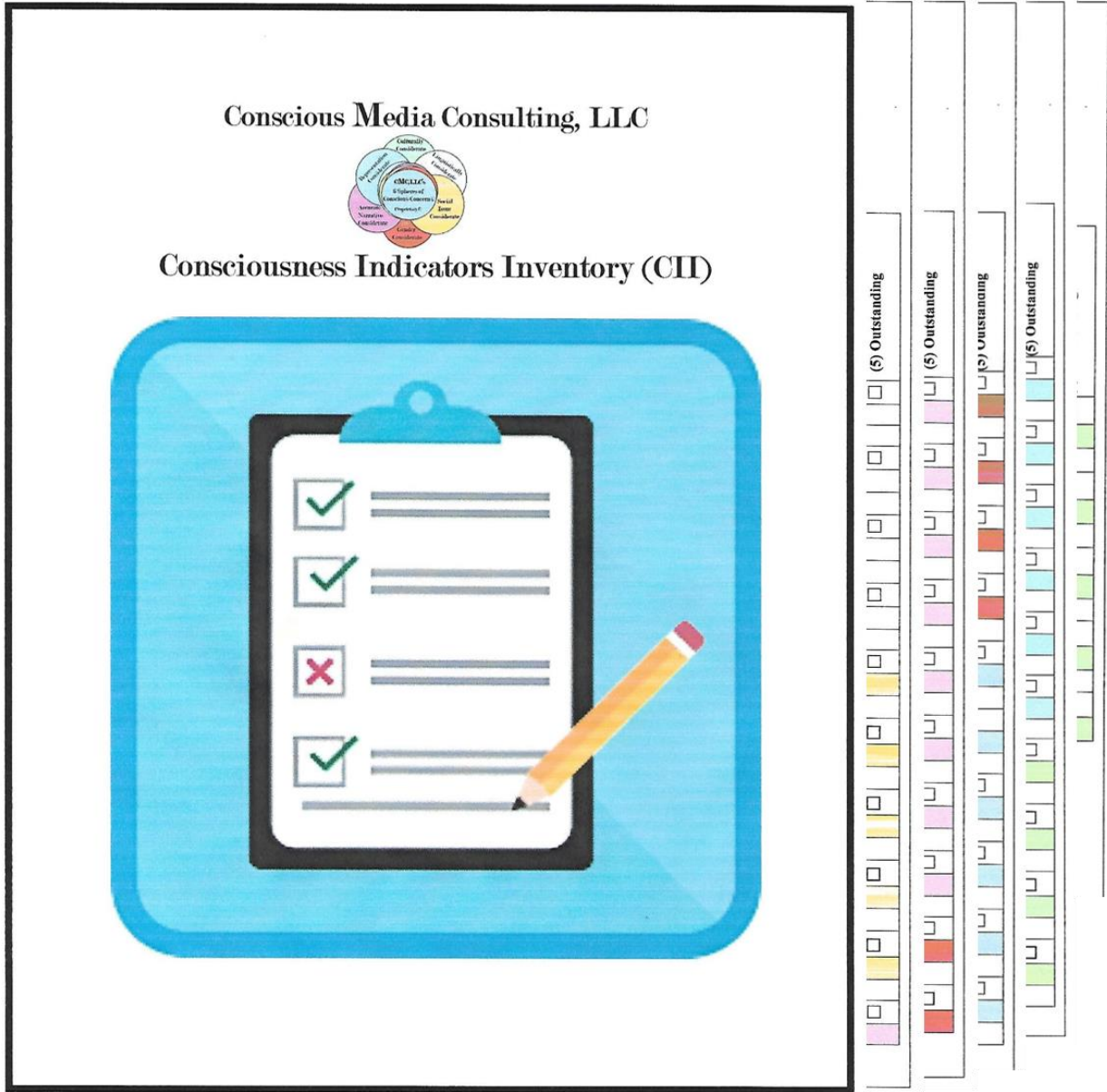




# Consciousness Indicators Inventory© (CII) Review For Websites



## FAQ's

## Frequently Asked Questions



## Consciousness Indicators Inventory© (CII) Review For Websites

### **Q: What is a Consciousness Indicators Inventory© (CII) Review?**

**A:** A CII review entails taking an honest and thorough review of an organization's public-facing communications-generally provided through an organizational website. CMC, LLC uses the CII tool to help an organization assess the level of conscious awareness with which your online content communicates your message.

### **Q: What will a CII review do for my organization?**

**A:** Undertaking a CII will affirm for an organization that its existing public-facing content demonstrates thoughtful consideration of a diverse audience. As well, a CII will identify if and where there are areas of messaging that can be better optimized to align with an organization's brand-messaging.

### **Q: How will a CII review help my business?**

**A:** A CII can help a business strengthen its messaging so that it resonates with diverse audiences and achieves optimal brand messaging.

- This inventory is useful to an organization to help it recognize current areas of conscious content strength.
- As well, a CII is helpful to an organization for identifying areas to consider different language/images for message optimization.

### **Q: What is a CII Review based on?**

**A:** CMC, LLC focuses on ensuring your content demonstrates accuracy in 6 areas of consciousness development. We call those areas "6 Spheres of Conscious-Concern©".

CMC, LLC believes that these 6 areas in particular, are areas which non-consciousness is exhibited in language and imaging and problematic-even offense- content is common. Therefore, CMC, LLC continues to increase their knowledge-base and focus on elevating our client's consciousness in these areas.

The CII will be conducted using multiple lenses reflected in a minimum of 45 focused questions that address each of the 6 Spheres of Conscious-Concern©. Consciousness in many additional areas can always be increased. Thus, other areas and corresponding questions may be identified as a result of a CII review. Should there be additional areas identified, we will incorporate them in the findings for no additional costs.

### **Q: What is the initial cost of a CII review?**

**A:** The cost of a CII review is based on several factors and will be determined upon an initial FREE consultation with an organization's designated representative(s). At that time, CMC,



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LLC will determine the scope of the communications to be reviewed and can then quote a cost for the service.

### **Q: How will the CII be conducted?**

A: There is a multi-step process for conducting a CII.

1) Upon consultation with a company's designated representative(s) to obtain the required up-front information, CMC, LLC will work independently to review the agreed upon aspect of the organization's public-facing communication (such as a website).

This consultation can be done in two ways:

A: Via video conference call

B: Via telephone conference call

2) Upon agreement of the communications identified for review, the time to complete a CII will be determined by the scope of the request. Once payment terms have been met, in standard cases, it will not take longer than 3-5 business days for the review to be completed.

As CMC, LLC will work with the organization to schedule the best time for a read-out, it may take longer to schedule the follow-up consultation to verbally share the findings.

A brief step-by-step outline of the process is as follows:

- Organization contacts CMC, LLC to schedule a pre-review consultation
- Organization contracts with CMC, LLC to complete a CII review
- CMC, LLC proceeds with CII review
- CMC, LLC provides a verbal briefing with findings for consideration to the organization's designated representative
- Organization can request a *written* summary with more details of findings and suggested remedies (additional cost)
- Upon request and payment of additional fee, CMC, LLC provides specific suggested remedies in a "M.O.R.E." report.
- The organization can request a M.O.R.E. Lens of Appreciation digital stamp for their website (no additional charge)

### **Q: How will CMC, LLC follow-up on the initial CII?**

A: There are two options for conveyance of CMC, LLC's CII review:

1) CMC, LLC can schedule a FREE post-review consultation for the duration of 30 minutes to review our findings with the designated representative(s). At that time, the designee(s) will receive a *verbal* summary of our findings for the organization's consideration.



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This follow-up consultation can be done in two ways:

- A: Via video conference call
- B: Via telephone conference call

### **Q: Will CMC, LLC provide our organization with suggested language, should the CII review highlight any suggestions for consideration?**

A: 1) At the completion of CMC, LLC's initial CII review, the organization will receive a brief verbal summary of findings as they fall within CMC, LLC's 6 specific areas of Conscious-Concern©. Should there be suggestions to make some edits to your communication, we will articulate why at that time. However, suggestion of specific language is only provided with a M.O.R.E. report or in an annotated screen capture (both are an additional cost).

2) If you are interested in consulting further to discuss specific strategies to improve the consciousness of language, images, narratives, and representations in your communications, we can schedule an appropriate time to follow-up. A follow-up consultation is an option to discuss the fees associated with more detailed information about a website review, which can be provided as follows:

**A:** By a **M.O.R.E.** Report. M.O.R.E. stands for: **My Organization Responds Effectively.**

CMC, LLC can email a *written* M.O.R.E. report of findings which contains more details and specific suggestions for the organization to consider.

**B:** By an *annotated screen capture* of the public-facing communication that was reviewed. This screen capture shows exactly where on the public-facing communications a suggestion for improvement is made, and verbally explains the reasoning behind the suggestion.

**C:** Both a written *M.O.R.E. report and a screen capture* for a combined fee.

### **Q: What is a M.O.R.E Report?**

A. M.O.R.E. stands for: **My Organization Responds Effectively.** It is an additional and optional component to the CII review. It is a summary of the findings of the review along with suggestions for edits. An organization can request the report if the initial CII review identifies suggestions for edits to the organization's public-facing communication.

Should the CII review determine that there are areas of communication that can be improved, the M.O.R.E. summary will provide specific language recommendations for the organization to consider using.

### **Q: Why is there an additional cost for the M.O.R.E. report?**

A: Considerable, informed thought, time and care go into conducting a quality CII review and follow-up briefing that provides the client an overview of findings. CMC, LLC provides a



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briefing to give an organization an opportunity to determine if they want to explore our services further and with more detail.

Your organization's designated representative(s) have complete discretion whether to opt for more information or opt not to proceed with more detail.

An organization's public-facing communication may entail checking for consistency between several different forms of communication. For example, video, audio, and text may need to be analyzed and findings explained in writing, in more detail.

Thus, more time is required to complete a M.O.R.E. report.

Additionally, a M.O.R.E report will not be suggested if CMC, LLC believes an organization's website communication at the time of review is already considerate of a diverse audience.

### **Q: What if my organization contracts for a M.O.R.E. report, but declines to implement CMC, LLC's suggestion(s)?**

A: Providing a product and service that is helpful to your organization is CMC, LLC's goal, and guarantee. It is entirely at an organization's discretion, if it declines to implement the suggestions in a M.O.R.E. report.

The findings and suggestions are meant to be helpful to an organization by suggesting ways to optimize their messaging for a diverse audience—which may include suggesting the omission of some existing language and specific images. If an organization does not want to implement any of the suggestions, that is the organization's right. As well, if the organization determines to implement suggestions in part, that is at their discretion as well.

### **Q: What is a "CMC, LLC Reviewed Black Label Service" stamp?**

A: If the organization implements CMC, LLC's suggestions in their entirety, the organization can request to receive a "CII Reviewed Black Label Service" graphic. The organization can place the graphic on the public-facing communication that CMC, LLC has reviewed (it cannot be placed on communications that have not been reviewed by CMC, LLC).

The graphic represents that within the scope of CMC, LLC's review, and where recommended, the organization made the suggested changes. CMC, LLC stands by its analysis within the 6 Spheres of Conscious-Concern© or other identified consciousnesses that may also have been considered during the review. The graphic represents that the communication CMC, LLC reviewed is absent of language, narratives, images, or symbolism that could be construed as inaccurate, misrepresentational, or otherwise problematic.



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CMC, LLC will verify the validity of the stamp for as long as the organization's communication(s) have not changed from that which CMC, LLC initially reviewed during the CII review process.

**Q: What if my organization decides not to implement CMC, LLC's suggestion(s)?**

A: Considerable, informed thought, time, analysis, and care go into conducting a quality CII review. While there is a fee for the CII Review, the agreement to have one conducted is completely voluntary.

It is entirely at the organization's discretion if it decides not to request more information after the initial review or decides not to implement suggestions upon paying for and receiving more information.

Whether an organization determines to implement the information provided or not, the information will be kept confidential.

**Q: Will CMC, LLC provide on-going review of an organization's public-facing communications upon completion of a CII review and implementation of suggestions?**

A: CMC, LLC has options for on-going communication maintenance. Maintenance plans are tailored to an organization's need. These options can be discussed upon completion of a CII review and execution of suggested improvements based on a M.O.R.E. report.

**Q: What is your confidentiality policy?**

A: We will seek approval from an organization's designated representative for a testimonial and/or to use an organization's logo on our website and promotional materials.

CMC, LLC, and its representative(s) will hold the contents of your consultation and any follow-up work and consultation(s) in complete confidentiality. We will not post, share, or discuss our work for you with anyone other than you or your designated representative(s). As well, our assessments are proprietary.

CMC, LLC will ask that an organization, its designated representative(s) or, other associates seek our permission before sharing our tools, including formatting of reports and/or any other proprietary process with anyone outside of those that CMC, LLC has contracted with for our services.

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