

# COMMUNICATIONS READINESS CHECKLIST

Is your organization ready for strategic communications support? Use this quick self-assessment to identify your strengths, gaps, and opportunities before bringing in outside help.

For each statement below, rate your agreement:

✓ YES | ⚠ SOMEWHAT | ✗ NO

STRATEGIC CLARITY		✓	⚠	✗
1	We have clear business goals that guide our communication efforts.			
2	Leadership is aligned on the organization's key messages.			
3	Our communications strategy supports our long-term objectives.			

If you marked ⚠ or ✗: You may need strategic alignment support – a consultant can help clarify direction before you communicate it.

MESSAGING & BRAND VOICE		✓	⚠	✗
1	Our messaging is consistent across departments, channels, and spokespeople.			
2	We know exactly what our brand stands for – and can express it clearly.			
3	Our stakeholders (employees, clients, partners) would describe our organization the same way we do.			

If you marked ⚠ or ✗: A messaging audit or brand voice framework could strengthen your communications foundation.

INTERNAL COMMUNICATIONS		✓	⚠	✗
1	Employees understand our mission, goals, and current priorities.			
2	Leadership communicates regularly, clearly, and transparently.			
3	We have effective channels for two-way communication (not just top-down).			

If you marked ⚠ or ✗: Internal misalignment often surfaces externally – consider an internal comms strategy review.



EXTERNAL COMMUNICATIONS & REPUTATION		✓	⚠	✗
1	We proactively manage our brand reputation – not just react to issues.			
2	We monitor what's being said about us online or in the media.			
3	We have a clear plan for responding to potential crises or misinformation.			

If you marked ⚠ or ✗: A consultant can help develop a proactive reputation and crisis response plan before an issue arises.

CAPACITY & RESOURCES		✓	⚠	✗
1	We have the time, staff, and tools to execute our communication goals.			
2	Our team includes strategic and creative expertise (not just doers).			
3	We regularly evaluate the effectiveness of our communications.			

If you marked ⚠ or ✗: You may benefit from external support – temporary or ongoing – to expand your strategic capacity.

## YOUR RESULTS

- Mostly ✓: You're in great shape! Consider a periodic audit or strategy session to stay aligned.
- Mostly ⚠: You have strong foundations but some gaps. A communications consultant can help strengthen strategy and consistency.
- Mostly ✗: It's time to bring in outside expertise to realign your communications and protect your reputation.

## NEXT STEP

Download your results and connect with a communications consultant who can help you build clarity, confidence, and consistency in how your organization communicates.

Email [jordan@jtestermanconsulting.com](mailto:jordan@jtestermanconsulting.com) to schedule a consultation today.