

Final Proposed Standards and Definitions for Internal Communication Measurement

□ **Outtakes:** *Whether employees received, paid attention to, comprehended or retained particular messaging*

Awareness: Whether employees have heard of an organizational message, issue, or topic

Knowledge: Employees' level of comprehension about organizational messages, issues, or topics

Understanding: Employees' ability to relate their knowledge to their work in a way that helps the organization achieve its goals

Relevance: Degree to which employees communication from the organization meaningful and useful

Retention of Information: Degree to which employees can recall key messages or topics when asked after an x timeframe

□ **Outcomes:** *Evidence of changes to or reinforcement of opinions, attitudes or behaviors*

Attitude: A way of thinking or feeling about a subject (about an organization, topic, or issue) ranging from very positive to very negative

Advocacy: Employees' discretionary effort and time to promote or defend an organization and its products and services

Authenticity: Perception that an organization is transparent, honest, and fair, especially regarding the pursuit of its organizational objectives

Empowerment: Employees have the information, rewards, and power to take initiative and make decisions to solve problems and improve performance

Collaboration: The process of employees across different divisions and or units coming together to solve a problem and/or create something successfully

Teamwork: The process of employees within the same unit coming together to successfully achieve a common goal or objective under the leadership of an appointed manager

Discretionary Effort: The amount of effort employees give to an organization, a team, or a project, above and beyond what is required

Trust: A belief in the reliability, truth, and integrity of the organization's leadership, decision-making, and communication

Satisfaction: Extent to which employees are happy or content with their job or work

Transparency: The willingness of the organization to share positive and negative information with employees in a timely fashion

Fairness: Employee perception that organizational processes that allocate resources and resolve disputes are impartial and just

□ **Organizational Impact:** *If and how internal communication has influenced organizational performance*

Productivity: The quality and quantity of work output based on resources

Innovation: Thinking differently and experimenting with new approaches, ideas, or behaviors related to the organization

Continuous Improvement: The process by which employees offer small or large improvements to improve efficiency, productivity, and quality of a product or process in the work environment

Reputation: Stakeholders'—both internal and external—evaluation of an organization based upon personal and observed experiences with the company and its communication

Employee Retention: The number or percentage of employees who remain employed after X period of time

Safety: Employees' freedom from physical and emotional harm, injury or loss