

Measurement Standards for Internal Communication 2018		
Outtakes	Outcomes	Organizational Impact
Awareness	Attitude	Productivity
Knowledge	Advocacy	Innovation
Understanding	Authenticity	Continuous Improvement
Relevance	Empowerment	Reputation
Retention of Information	Collaboration	Employee Retention
	Teamwork	Safety
	Discretionary Effort	
	Trust	
	Satisfaction	
	Transparency	
	Fairness	

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