

COMMUNICATIONS PROFILE

PROFILE DESCRIPTION

The Communications Profile allows respondents to provide feedback about the clarity of the communication and their perceptions about what was said at a meeting, watching a video, or through other methods of communication. The Communications Profile is given to employees at all levels of the organization after hearing a message about the company's new priorities. Often these priorities are developed from the Q-Sort.

TOPICS

Comprehension

Commitment

Credibility

Confidence in Ability to Change

QUESTIONS ANSWERED

1. Did the respondents understand the message, or did they find the communication confusing and unclear?
2. Did the respondents find the message to be believable, or did they find the communication to be unrealistic or impractical?
3. Are the respondents personally committed to supporting management's goals and objectives, or do they feel that they cannot support these goals and objectives?
4. Are people in the organization confident that the organization can change successfully, or are they pessimistic about the ability of the organization to change?

BEST USES

- When an organization wants to assess their employees understanding of a communication about company goals or objectives.
- When the company wants to assess whether their employees believe in the message communicated.
- When an organization wants to assess their employees' commitment to the company objectives outlined in a message.
- When an organization wants to assess their employees' confidence in the company's ability to change.