

Is Miscommunication Quietly Costing You?

A Communication Audit shows you where messages break down — and how to fix it.



Most problems trace back to one thing: **poor communication**.

Delays, errors, reworked projects, and strained donor, customer, and employee relationships rarely start as big problems. They start as small, unexamined gaps in how information flows. Yet most organizations never pause to check whether their messages are reaching the right people — or landing the way they intend.

WHAT IS A COMMUNICATION AUDIT?

You know a **financial audit**. A **communication audit** does the same for the way your organization shares information — a deep dive into how well your internal and external communication actually works, using both qualitative and quantitative data.

Focus Groups

Honest, facilitated conversations that surface what's really happening on the ground.

Surveys

Organization-wide input that turns perceptions into measurable data.

Platform Analysis

A review of your current channels to realign resources for greater ROI.

WHY BUILD IT INTO YOUR WORKPLAN

Every organization has the same number of hours in a day. Success depends on maximizing them. Slowing down to audit your communication helps you speed up over the long run.

- ✓ Fewer errors, delays, and reworked projects
- ✓ Stronger donor, customer, and employee relationships
- ✓ Messages that reach the right audience on the right platform
- ✓ Resources realigned toward the channels that actually drive engagement
- ✓ Intent and impact aligned — so what you mean is what people hear

HOW CHANGING CURRENTS COMMUNICATIONS HELPS

We recommend starting in-house — it's hard to have consistent external communication when it isn't happening internally first. CCC creates the conditions for people to speak openly, gathers the data, and translates it into a clear, actionable plan.

You receive recommendations you can act on yourself and guidance on where outside support adds value — including trusted referrals for the providers who can help.

Let's find what your communication is really saying.

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