What do you need to do to deliver even better in the future? What data and insights do you have about what employees want? A larger budget? Adapting your communications system? All of this is interconnected with your team and how ready you are to deliver on what’s needed.

**As you think about being even better, consider where you and your team are with these skill sets. This will help you know where to focus, and/or where you need more support.**

*In each row, check the number of the box that best applies.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| When it comes to competencies, consider where you and your team stand | **0 =** No comfort / competency in this area | **1 =** Getting started / initial comfort / competency | **2 =** Comfortable / competent | **3 =** Strength / mastery in this area |
| **Alignment with leadership:** Get leadership on board with your plans and engage their active participation  |  |  |  |  |
| **Strategic counsel and support:** Ongoing counsel and truth-telling required to help leadership with the right actions and words |  |  |  |  |
| **Technical skills and tools:** Having the right infrastructure and tools to get the message out |  |  |  |  |
| **Content creation:** Setting the narrative that reflects the organization’s strategy, culture, and priorities |  |  |  |  |
| **Vehicle selection:** Picking the right channels based on audience preferences |  |  |  |  |
| **Resources and support:** Having the right people and dollars resources to deliver – whether in-house or with external partners |  |  |  |  |
| **Delivery:** Getting the tactical work completed |  |  |  |  |
| **Measurement:** Having data to inform the strategy and ongoing decisions |  |  |  |  |



