



CHRISTINE BREET
COMMUNICATION

5 TIPS FOR COMMUNICATION AUDITS AND CHANGE MANAGEMENT

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1

STRATEGIC NECESSITY

Performing a communication audit not only ensures alignment and transparency but also identifies gaps crucial for fostering trust and navigating change successfully.

2 COMPREHENSIVE EVALUATION

It offers a thorough assessment of an organisation's communication **methods, channels, and content.**

This initial step is crucial for identifying strengths, weaknesses, and areas for improvement.

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GUIDE

TRANSITIONS

When integrated with **change management** efforts, a communication audit becomes a valuable asset for successfully guiding transitions.

By evaluating existing communication methods and pinpointing deficiencies, companies can customise their change communication plans to meet audience requirements and address concerns.

4 BUILDING TRUST

It plays a vital role in promoting transparency and trust during times of change.

Engaging stakeholders and seeking their feedback showcases an organisation's dedication to **open communication** and teamwork, setting the stage for a **smooth change** implementation.

5 MEASURE SUCCESS

To effectively evaluate a communications audit, analyse alignment with organisational objectives, stakeholder engagement, satisfaction, and implementation of enhancements to improve communication efficiency.