

## COMMUNICATIONS ASSESSMENT

The Gladius Communications Assessment is an external evaluation of communication objectives, capabilities, and metrics, crafted to provide organizations with tailored recommendations for enhancing their overall communication strategies.

### PROCESS

#### PREWORK

- A comprehensive assessment questionnaire will be used to define clear scope, objectives, and targets.

#### SESSION #1

- During this virtual session, we will formally introduce the Gladius team and review the assessment questionnaire results and finalize scope, objectives and targets. We will then determine timelines and next steps for deliverables.

#### FULL ASSESSMENT

- Gladius will perform a complete assessment based on the determined scope beginning with the stakeholder / target audience analysis.

#### SESSION #2

- During this checkpoint, Gladius will review progress of deliverables, gain any necessary clarification, and align on final timelines.

#### SESSION #3

- During this final session, Gladius will present your communications assessment, distill recommendations, and discuss implementation.

### DELIVERABLES

At the end of this engagement you will have a comprehensive report of the current state of your communications and a slate of recommendations including:

✓ *Stakeholder / Target Audience Analysis*

✓ *Communication Channel Assessment*

– *Social Media*

– *Internal Communications*

– *Media Coverage*

– *Website*

✓ *Team / Organization Structure Assessment*

✓ *SWOT Analysis & Recommendations*

### ABOUT US

Gladius leverages decades of experience, a results-focused methodology, cutting-edge technology and data-driven innovation to deliver meaningful outcomes and drive results.

**This assessment is for...** organizations or teams who want to better understand the current state of their communication strategies and understand how they can provide more value