Craft effective research programmes that deliver meaningful insight on the effectiveness of your communication and evidence to demonstrate the impact of IC to the organisation.

	Level 1 Eg: Entry Level - 6 months: IC Writer/Executive	Level 2 Eg: 1 - 3 Years Executive/Manager	Level 3 Eg: 4 - 5 years Senior Manager	Level 4 - 5 years plus Senior Practioner/Head of IC / Director
Design employee research programmes, analyse and deliver meaningful insight	1. Basic understanding of research prinicples, methodologies and governing practices	2. Identify and define research objectives and requirements to measure employee opinion and engagement	3. Prepare and/or contribute to research briefs or survey programmes to include; question design & channel selection	4. Lead recommendations on the design of employee research programmes in line with the internal communications strategy
	1. Assist the co-ordinating of employee research programmes, i.e. ensuring these are incorporated within the IC channels	2. Brief and manage the implementation & delivery of research programmes	3. Interpret research findings and identify meaningful insights	4. Present and communicate findings to internal stakeholders, highlighting key insights and provide actionable recommendations to inform strategic decisions
Listen to employees and demonstrate action	1. Participate in employee forums and actively listen to feedback	2. Facilitate employee feedback forums	3. Design and implement new ideas to ensure the organisation is listening to employees, creating new forums and stimulus ideas	4. Role-model a listening culture amongst employees and leadership, demonstrating to employees action based upon research
	1. Monitor internal channels to understand employee views and opinions, i.e. social media/intranets/ESNs	2. Gather data and interpret findings	3. Communicate findings from internal channels and understand their links with other research sources	4. Demonstrate direct action to employee feedback on social / internal channels on ongoing basis
Measure effectiveness of communication	1. Understand available metrics to measure communication open/engagement rates	2. Monitor the internal communication digital metrics, i.e. development of dashboards	3. Interpret communication metrics data to provide actionable insights to improve the impact & engagement of communications	4. Ensure the effective use of metrics and analytics to communicate impact of internal comms to leadership
Provide evidence to leadership of the impact of internal communication	1. Build understanding of research methods and data to demonstrate the link between internal comms and organisational performance	2. Gather research findings and data to understand how best to link and demonstrate ROI of internal comms	3. Identify strategies to link research data and findings across activities and functions i.e., engagement/comms metrics/consumer research to build evidence of the link of employee voice to customer voice	4. At senior leadership level, champion and demonstrate the ROI of effective internal commuication to organisational performance & success