

Communication Audit: Performance Appraisal Report

Name: _____ Topic: _____ Rater: _____

A. Preparation Impact	
1. Prepare useful feedback for the employee (review notes, evaluations, records, job desc. etc.)	1 2 3 4
2. Create an writing plan/outline that follows a logical goal-oriented sequence.....	1 2 3 4
3. Tailor report objectives to the individual employee.....	1 2 3 4
B. Content & Argument Impact	
4. Start and end the report on positive notes.....	1 2 3 4 5
5. Make the report's objectives (purpose) clear at the beginning.....	1 2 3 4 5
6. Discuss both the employee's strengths and weaknesses (but always end on a positive note)	1 2 3 4 5
7. Provide compelling support for each claim & specific examples to support your ratings...	1 2 3 4 5
8. Stress the future, & focus the message on giving reader some suggestions for success.....	1 2 3 4 5
9. Detail future responsibilities, implementation, deliverables, actions, plans, etc.....	1 2 3 4 5
10. Summarize the report's major points, decisions, agreements, etc.....	1 2 3 4 5
11. Close by asking the reader to take the specific action you desire (tell them what you want)	1 2 3 4 5
C. Tone & Style Impact	
12. Create a supportive atmosphere in your report to make the employee feel at ease.....	1 2 3 4
13. Make employee feel s/he's taken seriously & that you're concerned about his/her needs	1 2 3 4
14. Criticize performance/behavior, but not the person.....	1 2 3 4
15. Soften your tone when criticizing.....	1 2 3
16. Avoid generalizations & don't exaggerate (You're always late/Your work is never on time)	1 2 3
D. Writing Style Impact	
17. Delete words, phrases, & sentences that don't add anything to your message.....	1 2 3
18. Write using the active voice, containing an actor or agency as the subject of the sentence	1 2 3
19. Write sentences using strong action-oriented verbs (avoid verbs like "is, was, are, have")	1 2 3
20. Use the inclusive "you/your/our" writing attitude to create a person-to-person/team style	1 2 3
21. Check the mechanics--use standard American grammar, syntax, spelling, punctuation	1 2 3
E. Layout & Design Impact	
22. Select a readable-sized serif font to slow eye movement & increase reader comprehension	1 2 3
23. Write sentences using 6-20 words to allow readers to rapidly parse & store ideas in STM	1 2 3
24. Use paragraphs with 2-6 sentences to allow readers to rapidly parse & store ideas in LTM	1 2 3
25. Use single spacing between lines in paragraphs & skip a space between your paragraphs	1 2 3
26. Make margins 3/4" - 1" wide & right margin ragged or unjustified to reduce eye strain....	1 2 3
<p style="text-align: center; margin: 0;">Communication Audits model specific communication behaviors designed to strengthen communication abilities.</p> <p style="text-align: center; margin: 0;">Copyright © 1996 & 1998 - Thomas Hajduk - Communication Consulting Group - www.ccg-usa.com (ver. 8.5)</p>	Total = 100