

Communication Audit: Quarterly Statement Letters

Name: _____ Topic: _____ Rater: _____

A. Content & Argument Impact	
1. Anticipate & address typical audience questions /concerns (use Comm. Planning Tool)....	0 1 2 3 4 5
2. Indicate in first sentence biggest news regarding company (e.g. action(s) taken/pending)	0 1 2 3 4 5
3. State your purpose up front to let audience know primary reason for the communication, revealing statement's major topics in 1st paragraph, creating big picture/outline/overview	0 1 2 3 4 5
4. Explain & interpret all news so reader understands company position/action/response	0 1 2 3 4 5
5. Create concrete, specific images in the reader's mind by providing particulars & details....	0 1 2 3 4 5
6. Help readers see benefits and advantages of each position/action/response you present	0 1 2 3 4 5
7. Ask reader for the specific action <u>you</u> desire (e.g., approve, accept, support; comment)	0 1 2 3 4 5
8. Close with thanks, positive view of future, & hope for continued working relationship....	0 1 2 3 4 5
B. Structural & Organizational Impact	
9. Start & end quarterly statements with good news, sandwiching any issues in the middle	0 1 2 3
10. Use direct or indirect approach as needed to persuade receptive vs. resistant audience	0 1 2 3 4
11. Use headings/sub-headings in the body of letter to help reader grab quick ideas/points	0 1 2 3 4
12. Prepare and deliver only 3-5 significant/major points to avoid overwhelming the reader	0 1 2 3
C. Tone & Credibility Impact	
13. Adopt a warm, sincere, respectful, optimistic, or professional tone as situation requires.	0 1 2 3
14. Apply the conversational tone test: When reading sentences aloud, is it conversational?	0 1 2 3
15. Present a positive image of topic using positive phrasing--avoiding negative words, tone	0 1 2 3
16. Adopt a reader-focused point-of-view that shows reader's benefits, avoiding writer POV	0 1 2 3
D. Writing Style Impact	
17. Delete unnecessary words/phrases/sentences to create complete & concise paragraphs...	0 1 2 3
18. Write ideas and content using easy-to-follow patterns or parallel form (e.g., resumes)	0 1 2 3
19. Use the active voice with an actor or agency as the subject performing the action.....	0 1 2 3
20. Chose strong action-oriented verbs, replacing weak verbs like "is, was, are, be"	0 1 2 3
21. Use the inclusive "you/your/our" writing attitude to create person-to-person/team style	0 1 2 3
22. Check mechanics: use only standard grammar, syntax, spelling, and punctuation.....	0 1 2 3
E. Layout & Design Impact	
23. Include a SUBJECT: message line above the letter's salutation to telegraph major topic	0 1 2
24. Add standard letter title, a page number, and a date in the header on additional pages	0 1 2
25. Select a readable-sized serif font to slow eye movement+increase reader comprehension	0 1 2
26. Use sentences w/ 20 words or less to allow readers to rapidly parse & store idea in STM	0 1 2
27. Use paragraphs w/ 2-6 sentences to allow reader to rapidly parse & store ideas in LTM	0 1 2
28. Use single spacing between lines in your paragraphs & skip a space between paragraphs	0 1 2
29. Use Left-Margin or Center-Margin Alignment with standard letter salutation & closing.	0 1 2
30. Make margins 3/4" - 1" wide & leave right margin unjustified to reduce eye strain	0 1 2
Communication Audits model specific communication dimensions designed to strengthen communication abilities. Copyright © 1996 & 2005 • Thomas Hajduk, Ph.D. • Communication Consulting Group • www.ccq-usa.com (v8.1)	Total = 100