

Measurement 101

Get in the measurement fast lane

Go full throttle with these five speedy tips

Measurement is key to understanding your audiences and improving how the organization communicates—and it doesn't have to be complicated! Here are five fast ways to put measurement to work.

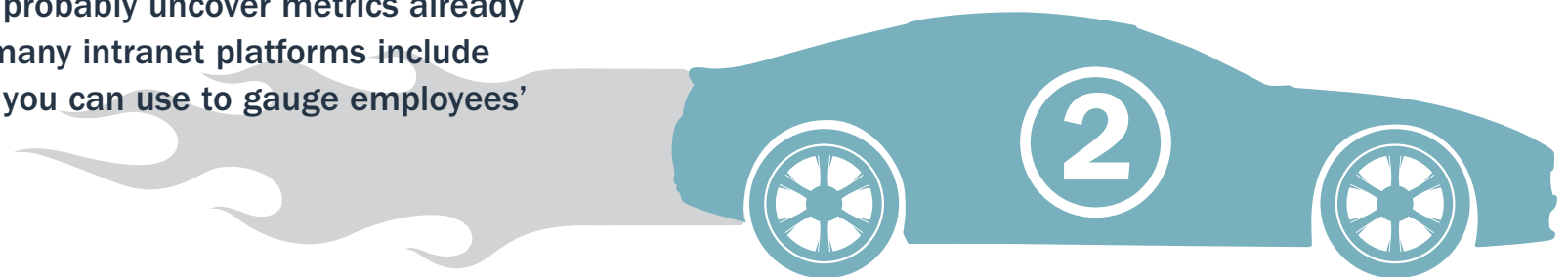
Pulse it!

A quick survey after every town hall or other key event can help you keep your finger on the pulse of employees' engagement and knowledge.



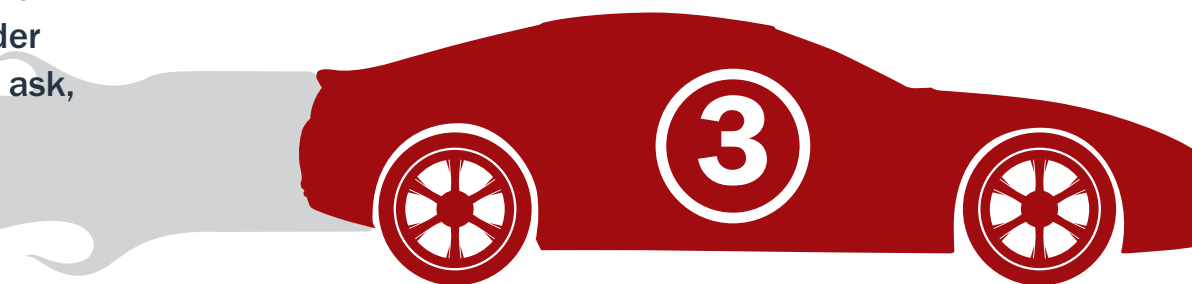
Look for existing data

A quick look around and you'll probably uncover metrics already being collected. For example, many intranet platforms include metrics on hits and clicks that you can use to gauge employees' interest in specific topics.



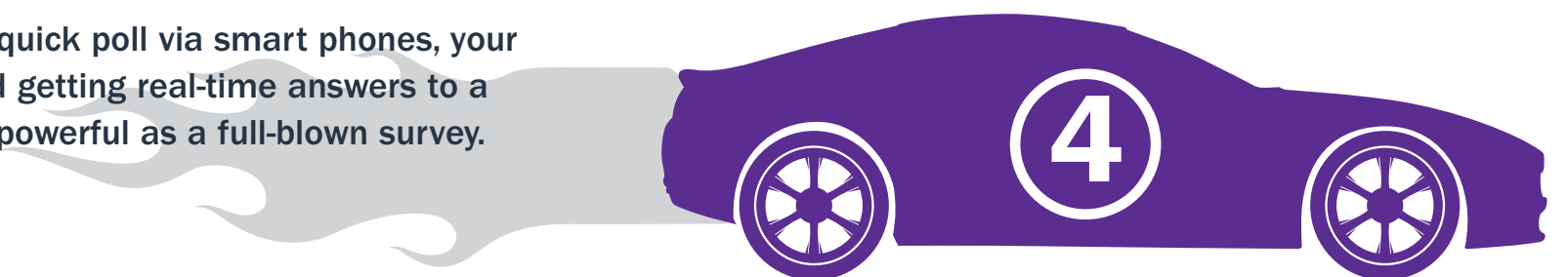
Call a fast focus group

Never underestimate the power of qualitative research or overestimate how complicated they need to be. Consider pulling together a quick web-based focus group to just ask, "How is communication working for you?"



Run a real-time poll

It's never been easier to run a quick poll via smart phones, your intranet or a web meeting. And getting real-time answers to a single question can be just as powerful as a full-blown survey.



Chat it out

Need some quick feedback on a topic? Talk to your co-workers! Interviews, whether they're phone-based, in-person, or just a chat in the hall can provide insights and perspectives you might not get in a formal survey.

