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Communications Needs Assessment Worksheet

RBE Worksheet 9, which can be photocopied for use with your organization, assists owners and managers in conducting a needs analysis to find out what stakeholders need to know. Use the standard assessment tools (interviews, focus groups, surveys, document review, and direct observation) to answer the questions listed.

	Interviews	Focus Groups	Surveys	Document Review	Direct Observation
What kinds of responsible business conduct issues do employees and other stakeholders face or are they concerned about?					
What do employees and other stakeholders need to know to be able to fulfill their roles and responsibilities and have reasonable expectations of the enterprise?					
How do employees and other stakeholders learn what is expected of them and what they can expect?					
What communications methods are available to the enterprise to reach specific stakeholders?					
What are the criteria by which successful communications will be evaluated?					