Introduction to the Communication Feedback Survey Template

The Communication Feedback Survey serves to collect information regarding the effectiveness of the communication process. The survey assists the OCM Practitioner in identifying successful communication methods and areas of concern in order to modify communications and increase effectiveness.

Instructions and descriptions are provided to help the reader understand each section’s purpose and how to complete it.

Template style conventions are as follows:

| Style | Convention |
| --- | --- |
| Normal text | Indicates placeholder text that can be used for any project. |
| [Instructional text in brackets] | [Indicates text that is be replaced/edited/deleted by the user] |
| *Example text in italics* | *Indicates text that might be replaced/edited/deleted by the user* |

As you complete the template, please remember to delete all instructional text (including this section) and update the following items, as applicable:

* title page
* version history
* table of contents
* headers
* footers

Update the document to a minor version (e.g., 1.1, 1.2) when minimal changes are made and a major version (e.g., 2.0, 3.0) when significant changes are made.

Communication Feedback Survey

[The Communication Feedback Survey, conducted in the Executing Process Phase, may be posed to Stakeholders in a variety of ways, including in one-on-one interviews, in small focus groups, or as an electronic or hard copy survey. Representative Stakeholder group populations should be identified based on the OCM Practitioner’s knowledge of the project and the organization. The distribution of the survey should be prefaced with the purpose of the survey, the confidentiality of the responses, and the amount of time it is expected to take.

Complete each section below by entering the necessary information regarding communication vehicles, the overall project communication process, and additional communication feedback.]

# Introduction

[Create an introduction for survey participants that discusses the purpose of the survey, amount of time it is expected to take, and the confidentiality of responses. To complete this section, survey respondents should record their department and organizational level.]

*The Purpose of the Communication Feedback Survey is to collect feedback regarding your experiences and thoughts surrounding [name of project] communications. This survey should take approximately 10 minutes to complete. All survey responses are confidential.*

| Department: |  |
| --- | --- |
| Organizational Level: |  |

# Communication Vehicles

[Enter the communication vehicles used to distribute project communications. To complete this section, survey respondents should rate each communication vehicle based on the category using the rating scale provided.]

| Communication Vehicle | Category | Poor | Fair | Good | Very Good | Excellent |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Newsletter* | Timeliness | 1 | 2 | 3 | 4 | 5 | N/A |
| Effectiveness | 1 | 2 | 3 | 4 | 5 | N/A |
| Length | 1 | 2 | 3 | 4 | 5 | N/A |
| Relevance | 1 | 2 | 3 | 4 | 5 | N/A |
| [Enter communication vehicle] | Timeliness | 1 | 2 | 3 | 4 | 5 | N/A |
| Effectiveness | 1 | 2 | 3 | 4 | 5 | N/A |
| Length | 1 | 2 | 3 | 4 | 5 | N/A |
| Relevance | 1 | 2 | 3 | 4 | 5 | N/A |
| [Enter communication vehicle] | Timeliness | 1 | 2 | 3 | 4 | 5 | N/A |
| Effectiveness | 1 | 2 | 3 | 4 | 5 | N/A |
| Length | 1 | 2 | 3 | 4 | 5 | N/A |
| Relevance | 1 | 2 | 3 | 4 | 5 | N/A |
| [Enter communication vehicle] | Timeliness | 1 | 2 | 3 | 4 | 5 | N/A |
| Effectiveness | 1 | 2 | 3 | 4 | 5 | N/A |
| Length | 1 | 2 | 3 | 4 | 5 | N/A |
| Relevance | 1 | 2 | 3 | 4 | 5 | N/A |

# Project Communication Progress

[To complete this section, survey respondents should rate each statement using the rating scale provided. Average the scores in this section across each Stakeholder group for each question.]

| **Statement** | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly****Agree** |
| --- | --- | --- | --- | --- | --- |
| Overall, communications have helped me understand the reasons behind the implementation of [name of project]. | 1 | 2 | 3 | 4 | 5 |
| I am able to explain the purpose of the project to others. | 1 | 2 | 3 | 4 | 5 |
| The [name of project] communication team has communicated effectively to employees about the benefits that will result from [name of project]. | 1 | 2 | 3 | 4 | 5 |
| The communication I have received has helped me to understand what [name of project] will mean to me, personally.  | 1 | 2 | 3 | 4 | 5 |
| Overall, [name of project] communication has been clear and easy to understand. | 1 | 2 | 3 | 4 | 5 |

## Additional Communication Feedback

[To complete this section, survey respondents should respond to each of the questions below.]

What type of communication have you heard or seen about the [name of project] implementation?

What information do you find most valuable in the communication process?

What would you like to know more about [name of project]?