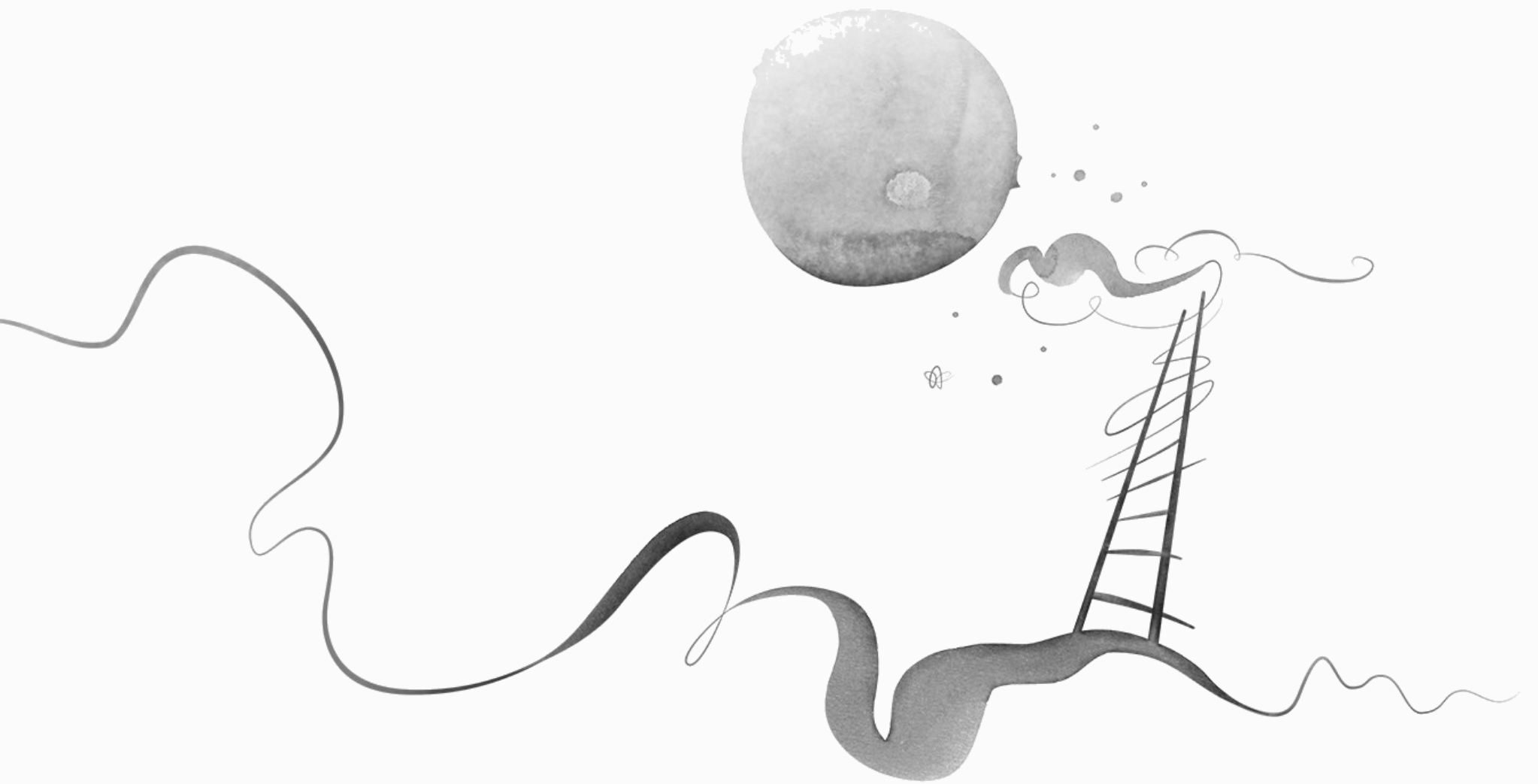


I:C:E-

Internal Communication Evaluation



The Challenge

If you have two objects of mass m_1 and m_2 at a distance d , then these two objects will attract each other with a force F given in this formula. This formula determines the destiny of our Universe i.e., whether it will expand forever or whether it will ultimately collapse in a Big Crunch after having originated in the Big Bang

Reference

I:C:E (Internal Communication Evaluation) – Approach Paper

ICE is a study to understand the effectiveness of Internal Communication as a Function and also its services in terms of reach and result in short is IC breaking ICE with its stakeholders

BACKGROUND:

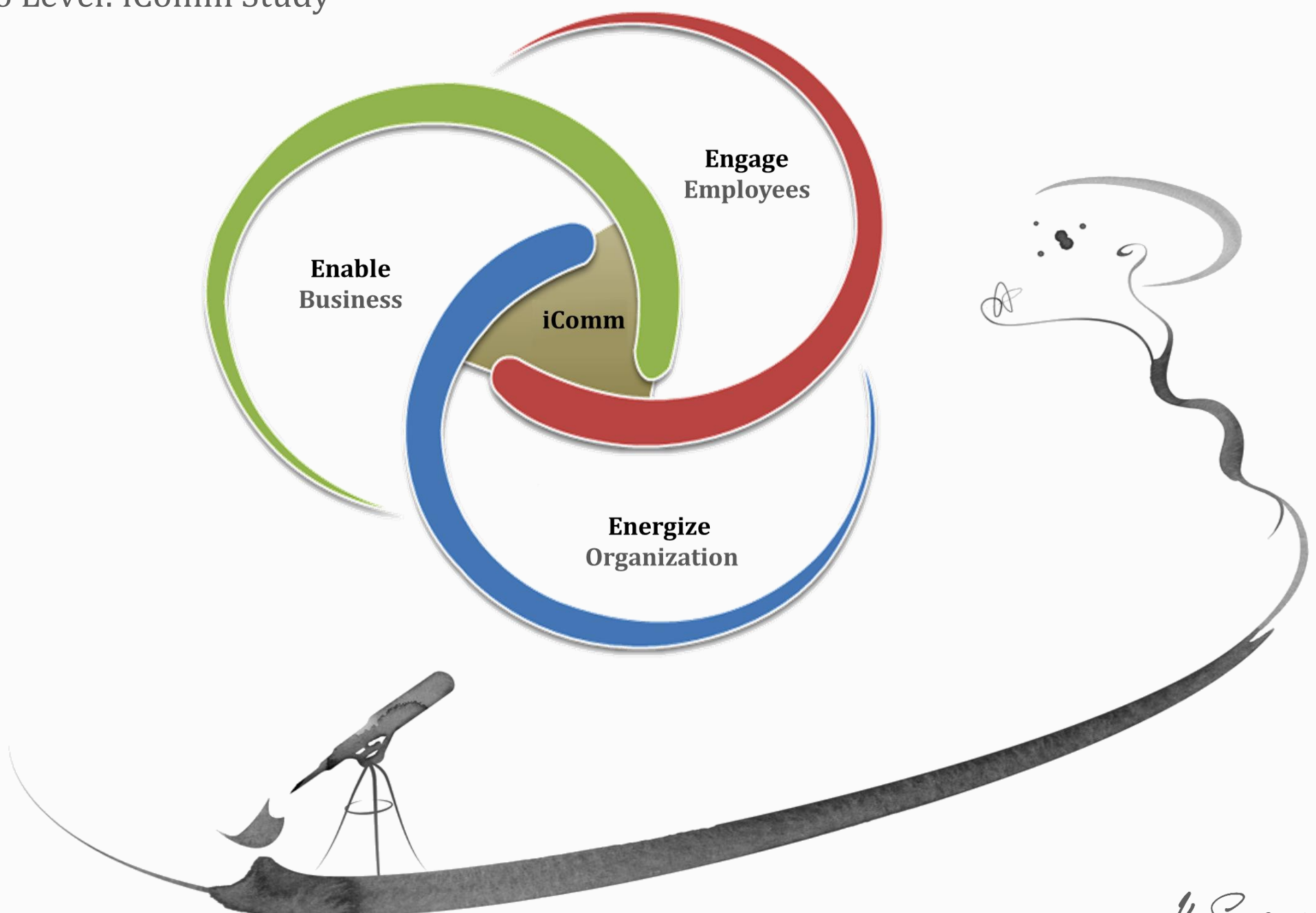
“Why is that we always have a communication gap among our internal stakeholders”

“As a Business Leader is there a way I can gauge my audiences in advance and tailor the conversations / written communications in a fashion which is more apt to them without diluting the strength / meaning of message”

“What is the right mix of digital and non digital, what is the relevance of some of our existing channels, are our messaging sticking, are we overloading the current systems like email etc”

Framework:

Micro Level: iComm Study



The strategy to **REACH** all the intended stakeholders consistently and at desired intervals:

- **Resources** (Investment, Time, Efforts)
- **Equated Frequency** (Occurrence – Quantitative)
- **Audience** (Identified and Beyond)
- **Consistency** (Experience)
- **Highway** (Flow)

Leads to the **RESULT**:

- **Relevance**
- **Ease of understanding**
- **Solidly Comprehensive**
- **Unmistakably Effective**
- **Lucrative** (Interesting)
- **Total Clarity**

