Communication Audit Proposal

A Proposal to: NIKE Inc.
By: Mara Sanchez
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COMM 321

“Diversity & Inclusion is fundamental to Nike’s performance. It’s what makes us better. It’s what makes us smarter. It helps our business grow and helps us connect with consumers.”
-NIKE A. PADGET, VP Diversity, Inclusion & Ethnic Markets
DEAR MARK PARKER, PRESIDENT AND CEO:

Today’s correspondence is in direct relations to a communications audit proposal prepared by myself. I have been selected to prepare this audit because your team of experts felt I had the best understanding of the company and its desired communications reach.

My goal is to identify any areas of weakness within your organizations communications channels and make addendums to correcting these possible issues. I will be analyzing your current communications channels, testing them to see if the culture facilitates or retards quality communication within the organization, analyzing every possible avenue for corrective measures and putting together a formulated plan to help deliver a better communication climate.

Enclosed you will find a detailed proposal of the steps that will be taken to achieve success in sustaining a positive and flourishing communication climate. In order to make this a success, there will be a continuous line of communication between your team and myself to make sure that everyone take an active role in this change in communication flow. Thank you for allowing me to prepare this audit on your behalf, I hope this proposal exceeds your expectations. If you have any questions or concerns please do not hesitate to reach out to me.

Kindest Regards,

Mara Sanchez
AUDIT COMPONENTS

INFORMATION MANAGEMENT

In every organization, it is imperative that the organization effectively communicate said information to employees through the most efficient channels available. This audit will test whether information is getting to these employees and whether the means of getting this information to them is the most effective way. This audit will specifically address these questions:

- Are messages being communicated that describe job tasks, organizational policies, and performance evaluations?
- Are they communicated in a timely manner?
- Are these messages clear and accurate?
- Are email, social networks, and teleconferencing used appropriately?
- Are printed correspondences such as manuals and newsletters proving to be effective?
- Are briefings efficiently being delivered and conducted?
AUDIT COMPONENTS

COMMUNICATION NETWORKS

In order for this audit to be successful, I will be testing the quality of the various networks within the organization. Below are the specifics:

- Upward Network: Can the employees comfortably communicate:
  - Problems
  - Suggestions
  - Feedback related to messages sent downward

- Downward Networks: Are there appropriate channels set in place that allow management to effectively communicate with subordinates?
  - Serial Distortions
  - Untimely Communications

- Formal network System
  - Who are the isolates, bridges and liaisons within the organization?
  - How would employees describe the grapevine within the organization?

TESTING METHODS

Our testing methods will include but not limit:

- Focus groups: Used to gauge employees responses on how well the information management and communication networks are within the company.

- Communication logs: These logs will be conducted on a managerial level to monitor the upward and downward effectiveness of the channels of communication and how well it flows.

- Corporate Observation: This will be conducted by observers with the intent on following or shadowing all levels of employees within the organization to better gauge each type of employees effectiveness in regards to their flow of communication.

- Surveys: Surveys will be given to each employee. The purpose of this tool is to obtain unbiased anonymous feedback from all levels of employment on different communicative issues they face within the organization. This will allow us to effectively target problem areas.

- Publication Content Analysis: This is a very specific method of examining communication content. This method is a quantitative procedure that is used for examining matters such as, over exaggeration of verbiage in policy and procedure manuals as well as other text based forms of communications.
REPORTING RESULTS

Once the audit is complete, the data and all recommendations will be presented to you via a formalized document such as this. In addition an oral presentation will be given to elaborate on specificities required that were not included within this proposal. The written report will include:

- A detailed explanation of our findings
- A set of specified recommendations that could be implemented by your team will be provided.
- A follow up assessment as well as a detailed schedule for implementation.

References
