Organisational Communication Survey

Target Audience: All employees

Communication is a vital process in every organisation. People at work spend a great deal of time communicating with each other in meetings, over the phone, via e-mail, etc. Communicating effectively means being able to send a message across the organisation that is easy to understand and accurate. When communication flows accurately and effectively, the organisation will run smoothly. However, if there is a breakdown in the flow of communication, or the information is not accurate, the organisation is likely to encounter performance problems. The Corporate Communication Survey examines employee opinions about the effectiveness of internal communication, communication flow, and preferences concerning communication media.

These survey results can be used to identify the strengths and weaknesses of your organisation’s communication network. The following is a brief description of the communication dimensions measured by the survey.

**Communication Flow:** Effectiveness of the communication flow in and around the organisation (upward, downward, and horizontal)

**Coordination/Knowledge Sharing:** Extent to which important information is shared by employees, departments, etc.

**Communication Barriers:** Aspects of the work environment that prevent the effective flow of communication

**Accuracy:** Shared information is detailed and accurate

**Reliability:** Shared information is reliable and consistent

**Timeliness:** Shared information is received in a timely manner

**Media Effectiveness:** Effectiveness of various media used to communicate important organisational news and day-to-day information

**Interaction Frequency:** Extent to which employees receive communications about various topics, and use particular media to communicate on a daily basis
Please rate your level of agreement with the following statements:

Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Not Applicable

**Communication Flow**

1. Most of the information I receive on a daily basis comes from my manager.
2. In this organisation, my ideas are frequently passed on to top-management.
3. Most of the information I receive on a daily basis come from my co-workers.
4. I feel comfortable sharing ideas directly with members of top-management.
5. Most of the daily communication I receive comes in the form of "directives" from top-management.
6. I feel comfortable sharing ideas with my manager.
7. In this organisation, the lines of communication are "open" all the way to top executives.
8. This company frequently holds "town-hall" meetings to pass along information.

**Coordination/Knowledge Sharing**

9. In this organisation, important information is a scarce resource.
10. In most situations, I receive the information I need to effectively perform my job.
11. My co-workers and I readily share important information that is critical to our success.
12. I receive most of the information I need through informal channels.
13. My department readily shares important information with other departments.
14. Other departments readily share important information with my department.
15. The information that is shared by employees in other departments is often biased and reflects their own personal interests.
16. Most of the group meetings I attend are informative and worthwhile.
17. Most of the interdepartmental meetings I attend are useful for obtaining the information I need to do my job.
Barriers to Effective Communication

18. In order to share ideas/information with top-management I must go through my manager.
19. In most departments, there tend to be one or two people that hoard important information.
20. Top executives often seem hesitant to communicate news about the organisation to lower level employees.
21. In this organisation, there appear to be cliques of individuals who control the flow of important information.
22. Most of the information I receive on a daily basis is passed down through the "grapevine."
23. There are too many "gatekeepers" in this organisation that hinder the flow of important information.
24. This organisation appears committed to keeping the channels of communication "open."
25. This organisation encourages the sharing of information between departments.

Effectiveness of Communication

26. Most of the information I receive on a daily basis is detailed and accurate.
27. Most of the information I receive from my manager is detailed and accurate.
28. Most of the information I receive from my co-workers is detailed and accurate.
29. Communication from other departments is typically detailed and accurate.
30. Most of the information passed down from top-management is detailed and accurate.

Reliability

31. My co-workers and I rarely receive unreliable information from our manager.
32. The directives that come from top-management are clear and consistent.
33. It is rare for one of my co-workers to pass along unreliable information.
34. I feel comfortable passing along information that I receive from my manager to my co-workers.
35. The information we receive from other departments is consistently reliable.

Timeliness

36. I receive the information I need to perform my job in a timely manner.
37. I am often delayed in my job because I do not have the information I need.
38. This organisation releases company news in a timely manner.
39. I usually hear company news months after the event has happened.
40. It seems I am always the last to find out what is happening in this organisation.

Using the following scale, please select the frequency which the following activities occur:

- Never
- Seldom
- Sometimes
- Frequently
- Always
- Not Applicable

**Media Effectiveness**

41. I get most of my information about company news and events via email.
42. I get most of my information about company news and events via the company intranet.
43. I get most of my information about company news and events via company publications/newsletters.
44. I get most of my information about company news and events via memos/faxes.
45. I get most of my information about company news and events via my manager.
46. I get most of my information about company news and events via voicemail.
47. I get most of my information about company news and events via phone-in-hotlines.
48. I get most of my information about company news and events via my co-workers.
49. I get most of my information about company news and events via company-wide "town-hall" meetings.
50. I get most of the day-to-day information I need to do my job via email.
51. I get most of the day-to-day information I need to do my job via the company intranet.
52. I met most of the day-to-day information I need to do my job via company publications/newsletters.
53. I get most of the day-to-day information I need to do my job via memos/faxes.
54. I get most of the day-to-day information I need to do my job via my manager.
55. I get most of the day-to-day information I need to do my job via voicemail.
56. I get most of the day-to-day information I need to do my job via phone-in-hotlines.

57. I get most of the day-to-day information I need to do my job via my co-workers.

58. I get most of the day-to-day information I need to do my job via company-wide "town-hall" meetings.

Using the following scale, please indicate how effective the following methods are for communicating company news.

- Very Ineffective
- Somewhat Ineffective
- Neither Effective nor Ineffective
- Effective
- Extremely Effective

59. E-mail

60. The company intranet

61. Company publications/newsletters

62. Memos/faxes

63. Manager

64. Voicemail

65. Phone-in hotlines

66. Co-workers

67. Company-wide "town-hall" meetings

Using the following scale, please indicate how effective the following methods are for communicating information you need on a daily basis to do your job.

- Very Ineffective
- Somewhat Ineffective
- Neither Effective nor Ineffective
- Effective
- Extremely Effective

68. E-mail

69. The company intranet

70. Company publications/newsletters

71. Memos/faxes
To the best of your ability, please list the number of “defined occurrences,” such as meetings, or "communications," such as memos, that you have experienced for each of the following areas in the past month.

*Free form text response.*

Please indicate how frequently you use the following methods of communications on a daily basis.

- Never
- Seldom
- Sometimes
- Very Often
- Always

84. Face-to-face interaction
85. Electronic communications
86. Written communication
87. Telephone calls
Please indicate how important the following methods of communication are in helping you effectively do your job.

- Not important
- Slightly important
- Somewhat important
- Important
- Critical

88. Face-to-face interaction
89. Electronic communication
90. Written communications
91. Telephone calls

End of Survey