

# Don't Let These 4 Obstacles Undermine Your Communications Audit



**It's an ideal time to assess the state of your communications. Here are some arguments to overcome common excuses to avoid investing in the process.**

*Katrina Gill, Ragan Consulting Group*

Do you know the current state of your communications?

Many organizations are long overdue for a comprehensive

assessment, given the unprecedented disruptions of the global pandemic, its economic impact and current social unrest around racial equality and inclusion.

### **[FREE GUIDE: How to Run an Internal Communications Audit]**

But let's face it: Things can get in your way, especially these days. Here are the four most common obstacles we hear about from our customers:

#### **1. "Measurement tools and audits are expensive. I'll never get it approved."**

Here's a twist on the old adage: *You have to spend money to save money.*

Communications audits help you focus your strategy on communications that are most effective so you can stop wasting money on those that aren't. Audits help those decisions be data-driven and fact-based.

Your leaders, who make business decisions based on metrics, understand that. They want to see a return on their investment. Show them how more effective and efficient communications delivers big-time savings in budget and productivity.

What organization doesn't want that?

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