

Sample Communications Audit Interview Questions

Please note: These questions were used to help create a communications campaign designed to accelerate adoption of a new information technology initiative, or application. You'll need to modify your questions, depending on the nature of the change, your audience, and other factors.

1. What role will you be playing in the planning/roll out of this new IT initiative?
2. How would you characterize your organization's ability to communicate to your constituents (whether the IT community, business managers, end-users, etc.) How do you know?
3. Please describe a major successful IT initiative that required some level of behavioral change in the past 1-2 years. To what extent did communications play a role? What/who were the primary communications channels? Frequency? What other factors were important?
4. What are the most important communication objectives associated with the roll-out of the new IT initiative? What makes these objectives especially important? (Probe for objectives by stakeholder segment, such functional group, business area, end-user segmentation type)
5. Which communications vehicles do you regard as most credible and influential by those we most need to reach in rolling out this new application and increasing the adoption rate? Which "senders" (e.g. management level, manager by name, organization, etc.) would have the most credibility and influence? Recommended frequency?
6. Based on what you know about the new IT initiative and the changes that will affect most people, what benefits should we feature most prominently in our communications? (Probe for benefits by stakeholder type)
7. Where are the most likely pockets of resistance, if any, related to the adoption of this new application? (By function, user type, business area, etc.) Reasons for resistance? Best way to overcome via communications?
8. Are there facets of the company/IT culture we should keep in mind as we work with your organization to create an effective communications plan meant to promote adoption of this new application?
9. Where do you personally feel you need the most help in terms of communications to support this roll-out? Your organization? Other parts of the company?
10. If you could give a single piece of advice to the project sponsor to help ensure a high adoption rate, what would it be?
11. Any other comments?