

“HOW ARE WE DOING?” AUDIT

You think your internal comms are solid.
But what does “good” even mean anymore?
Arketi Inside helps you define it, then exceed it.

When it comes to internal comms and employee experience, it’s easy to lock into a rhythm: set the strategy, choose a few channels, crank out content. But over time, teams can lose their spark as momentum fades, creativity slows, and “good enough” starts to feel like a win.

If you’re asking yourself questions like: Do I have the right team structure? Are we future proofing our skills? What does leadership really think of us? Then it’s time for a check-in.

Our “How Are We Doing?” functional audit takes a clear-eyed look at your workflows, structure, and outcomes to ensure your team is respected as a strategic business partner, and not as a feel-good arts and crafts department.

HOW IT WORKS

We blend qualitative insight with strategic benchmarking in a collaborative, four-phase process:

DISCOVERY + LISTENING

Conduct interviews with your team and business stakeholders

Review documentation, org charts, goals, and past performance metrics

ASSESSMENT + BENCHMARKING

Evaluate current-state processes, workflows, and outcomes

Compare your team's structure and approach against industry best practices

GAP + OPPORTUNITY

Surface misalignments, missed opportunities, and underused talent

Uncover ways to streamline and modernize team operations

ACTION PLANNING

Deliver a clear executive-ready summary of our findings

Share a practical, prioritized roadmap for what to do next - and why

WHY IT WORKS

Most internal comms teams are not broken. They're just not optimized.

We bring an unbiased, strategic lens to the table that helps your team refocus on value, shift from reactive to strategic, strengthen credibility with leaders and stakeholders, and build a communications function that's respected, resilient, and ready for what's now and what's next.

What we avoid is reinventing the wheel. Our decades of internal communications experience provides you with access to true expertise and the knowledge of what works and what doesn't.

OUR "HOW ARE WE DOING?" AUDIT INCLUDES

- Conversations with team members (1:1 or in groups)
- Stakeholder interviews with leaders and key partners
- Industry benchmarking and comparisons
- Functional process and workflow evaluations
- Team structure and skills assessments
- Budget, compensation, and financial reviews
- Role definitions and job descriptions

HOW LONG AND HOW MUCH



TIMELINE

6 to 8 weeks



FORMAT

Mostly remote, optional site visits



FEE

\$9,750

When you work with Arketi Inside, you partner with experts in workplace change management and communications. We help your company connect leaders and employees, strengthen culture, and drive real business results.

JUST BEGIN. THE REST IS EASY!

Contact Arketi Inside's Managing Director, Jason Anthoine, at janthoine@arketi.com or 478.719.9990 to explore how Arketi Inside can help you build a stronger culture in the workplace for stronger results in the marketplace.

