

# LEADERSHIP TEAM COMMUNICATION CHECK-IN ASSESSMENT



## Why this matters:

Great leadership starts with how we show up—especially with each other. This tool is here to help us get honest about how well we're doing communicating as a team and across the organization. It's not about scoring high—it's about getting better together.

Use it during team meetings, retreats, or check-ins. Talk through each section as a group. Don't rush it.

## How to Use This

- ▶ Rate each statement from **1 (Never)** to **5 (Always)**.
- ▶ Add notes, stories, or examples in the comment boxes.
- ▶ If we disagree on a rating, good—talk about it. That's where the gold is.



### 1. We're clear and intentional when we communicate.

- ▶ We don't just wing it—we plan what and how we want to say something.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ Our communication keeps things moving and people aligned.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We check in with each other before big messages go out.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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### 2. People trust what we say—because we follow through.

- ▶ We tell the truth, even when it's hard.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We do what we say we'll do.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We explain the "why," not just the "what."

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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### 3. Our messages are clear, consistent, and stick.

- ▶ We speak in plain language—no corporate fluff.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ People across the org hear the same thing from all of us.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We repeat what matters until it lands.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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### 4. We know how to read the room—and adjust.

- ▶ We tailor how we talk based on who we're talking to.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We don't use a one-size-fits-all approach—frontline and execs hear us differently.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We mix it up—stories, data, visuals, casual convos.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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## 5. We ask for feedback—and we actually use it.

- ▶ We make space for people to tell us how our communication lands.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We're open about what we hear and what we're changing.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ Feedback flows both ways—from the top and bottom.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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## 6. We use stories that matter—not just facts and charts.

- ▶ We tell stories that make people feel something.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We tie stories back to our values and purpose.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We use real-life wins and lessons—not just theory.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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## 7. We don't dodge hard conversations.

- ▶ We talk about the real stuff, even when it's uncomfortable.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We challenge each other with respect and curiosity.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ We step in early when something's off.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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## 8. We use the mission to keep us grounded.

- ▶ We use the mission in how we talk about decisions, wins, and challenges.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ Our values show up in how we recognize and coach people.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

- ▶ People across the org can connect what they do to our purpose.

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5



**Notes or stories:**

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**Total Score:** \_\_\_\_\_



## Scoring Key:

To help you and your leadership team make sense of this communication assessment, I recommend a **three-part scoring approach** that combines:

### 1. Total Score Interpretation

This gives you a high-level snapshot of how you're doing as a team overall.

Total Score (Max: 120)	What It Suggests
100–120	<b>Strong Alignment</b> – You're showing up with clarity, trust, and purpose. Now fine-tune.
75–99	<b>Solid Foundation</b> – Good habits are in place, but there are mixed signals or missed opportunities. Focus on consistency.
Below 75	<b>Communication Gap</b> – The team likely feels disjointed, reactive, or misaligned. Make communication a top team priority.

**Pro Tip:**

If the scores vary widely across sections, your team may not be aligned on what “good communication” looks like—use that as a spark for conversation.

### 2. Category-Level Scores

Look at scores for each of the 8 sections individually (max 15 points per section).

- ▶ **13–15 points:** This area is a team strength.
- ▶ **9–12 points:** There's good intent here, but consistency is lacking.
- ▶ **8 or below:** This might be a blind spot or tension point.

This helps you spot **patterns**—like if you're great with mission-based messaging but struggle with tough conversations.

### 3. Disagreement Gaps

Sometimes the most important insights aren't in the averages—but in the **spread** of answers.

If one leader rates an item a 5 and another rates it a 2, **talk about the disconnect**:

▶ Are we seeing the same reality?

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▶ Do we define trust/clarity/empathy the same way?

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▶ Who's feeling left out or misunderstood?

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#### Optional Add-ons:

▶ **Trend Tracking:** If you do this quarterly or semi-annually, track progress per section to see if your efforts are working.

▶ **Color-Coding:** Use a red/yellow/green visual system when reviewing as a team to quickly flag areas for discussion.

## Let's Talk About It – Open-Ended Questions:

Use these as prompts for real conversation—don't rush them.

- ▶ What's one area we nailed recently in how we communicated as a team?

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- ▶ Where have we dropped the ball or sent mixed signals?

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- ▶ What's something we assume people understand that we might need to say again?

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- ▶ Who's not hearing from us enough—or not clearly enough?

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- ▶ How do we handle it when someone on this team isn't aligned in how they communicate?

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▶ What's a moment recently where our communication helped—or hurt—momentum?

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▶ Are we making our frontline managers feel supported in carrying our message?

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▶ What's a story we could be telling more often that reinforces what we stand for?

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▶ Are we walking the talk on transparency and respect?

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▶ If we could pick one thing to improve in our team communication this quarter, what would it be?

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