

the frank survey:

please answer honestly, briskly, candidly and intuitively. [1 = *not so much* >> 5 = *yes!*]

1. Listen!

We don't need to guess: we know what our customers and employees are saying about our organization all the time.	1	2	3	4	5
We're active participants in the conversation: we not only listen to what folks are saying, we actively participate in (or even lead!) the discussion.	1	2	3	4	5
We have a plan for staying engaged in active listening, and we work that plan. Our team-members are measured on how they respond.	1	2	3	4	5
Our employees are encouraged to blog, no matter what they have to say.	1	2	3	4	5

2. Engage!

Our messaging and branding are clear: what and how the organization wants to communicate is obvious to everyone.	1	2	3	4	5
We're totally on to our VVPN (Very Vertical Passionate Narrative): we know who our best/most desirable customers are, and we know who our best / most desirable employees are. And we talk with them!	1	2	3	4	5
There are regular communications between customers and the organization (and between employees and the organization) to integrate needs, wants and learnings into our business.	1	2	3	4	5
We share a common vision: we're all headed in the same direction around here.	1	2	3	4	5

3. Trust!

Our customers are active members of our branding and creative messaging process.	1	2	3	4	5
Our employees are our best advertising.	1	2	3	4	5
External branding and creative messaging reflect genuine customer experiences.	1	2	3	4	5
External negative feedback is addressed openly and honestly.	1	2	3	4	5
Employee feedback is addressed openly and honestly.	1	2	3	4	5
We make it a point to co-create an amazing work environment.	1	2	3	4	5

5. Generate!

Our branding/creative works to create customer loyalty.	1	2	3	4	5
We're cool with stepping back and starting with a clean slate. No sacred cows around here.	1	2	3	4	5
Our messaging is clear: we're 'on purpose' with the right message in the right place at the right time.	1	2	3	4	5
No question: our products/services are successful because of customer word of mouth.	1	2	3	4	5
Leadership actively embraces new social media as they emerge.	1	2	3	4	5
Employee training/learning includes developing and honing new social media skills.	1	2	3	4	5

6. Optimize!

We listen and dialogue actively with technology (blogs, wikis, RSS, podcasts, photo-sharing, SEO, online discussion forums: you name it!)	1	2	3	4	5
We actively, purposely and passionately reinforce the culture we've created.	1	2	3	4	5
We're committed to focusing on the right priorities that emerge through our frank conversations.	1	2	3	4	5

Your Score:

101+ points:

YOWZA! Your progressive nature places your organization in an admirable (and rare!) position to successfully leverage social media. (Long live frank!)

82 - 100 points:

CONGRATS! You've built in many processes for rich conversations with your employees and customers. More spade-work is necessary before enjoying the full benefits of a social media campaign, however, but you're definitely on the right track. (We'd love to share how frank can accelerate your progress!)

62 - 81 points:

AHEMM. Let's just say there's significant room for improvement. Frankly, you and your organization may enjoy a nice buzz from conversing with your employees and customers with your shiny new social media toolsuite, but success is not sustainable over time. (Let's talk: we'll tell you why and what you can do about it.)

43 - 61 points:

YIKES! You've got a few areas supporting customer and employee frankness, but overall, your organization has an urgent need to change things up to achieve prolonged internal and external success through social media. (Don't worry: this is where the majority of organizations are today and actually why frank was created.)

23 - 42 points:

UH-OH. The organization's communication efforts are at serious risk. Immediate action required. (In other words, a good enema is recommended.)