

Score form calculation

Calculation of the total score for each communication domain

A. Concern communication:

Indicator	Value	Score (x20)
	1 – 5 (average)	20 – 100
1	Clarity	
2	Environment orientation	
3	Consistency	
4	Responsiveness	
5	Effectiveness & Efficiency	

The total sum of the weighted scores = ...

This total ÷ 5 = *total score for Group Communication ...*

B. Marketing communication:

Indicator	Value	Score (x20)
	1 – 5 (average)	20 – 100
1	Clarity	
2	Environment orientation	
3	Consistency	
4	Responsiveness	
5	Effectiveness & efficiency	

The total sum of the weighted scores = ...

This total ÷ 5 = *total score for Marketing communication ...*

C. Internal communication:

Indicator	Value	Score (x20)
	1 – 5 (average)	20 – 100
1	Clarity	
2	Environment orientation	
3	Consistency	
4	Responsiveness	
5	Effectiveness & efficiency	

The total sum of the scores = ...

This total \div 5 = *total score for Internal communication ...*

D. Organisation of communication:

Indicator	Value	Score (x20)
	1 – 5 (average)	20 – 100
1	Clarity	
2	Environment orientation	
3	Consistency	
4	Responsiveness	
5	Effectiveness & efficiency	

The total sum of the scores = ...

This total \div 5 = *total score for Organisation of Communication ...*

Calculation of the total score for the dimensions

Add scores for Clarity = ... This \div 4 = *Total score Cl...*

Add scores for Environment Orientation = ... This \div 4 = *Total score F...*

Add scores for Consistency = ... This \div 4 = *Total score Co...*

Add scores for Responsiveness = ... This \div 4 = *Total score R...*

Add scores for Effectiveness & Efficiency = ... This \div 4 = *Total score E...*

Calculation of overall score

Add all scores of the four communication domains: group communication, internal communication, marketing communication and organization of communication.

Total = ...

Total \div 4 = *Overall score ...*