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Communications Strategy Self-Assessment

A quick self-assessment using the proven SCORE Framework

Instructions:

This snapshot helps you evaluate the readiness of your strategic communications approach—especially in an AI-driven landscape. It's designed for professionals responsible for public relations, brand visibility, or organizational messaging who want to strengthen their strategy, mitigate emerging risks, and lead with confidence.

You'll assess five core pillars using our proprietary SCORE Framework:

- **Strategize** – Define clear goals and identify the right audiences
- **Create** – Build compelling, inclusive, AI-aware messaging
- **Optimize** – Leverage tools and systems for impact at scale
- **Reflect** – Use insights, data, and feedback to sharpen execution
- **Execute** – Show up with consistency, clarity, and ethical discipline

After scoring, you'll uncover where your strengths lie—and where focused improvements can elevate your communications strategy.

How to Use:

1. **Step 1:** Read each base question and sub-question
2. **Step 2:** For each, select:
3. ✓ **YES (2 pts)** – We're fully prepared and active in this area
4. ✓ **SOMEWHAT (1 pt)** – Some effort has been made, but gaps remain
5. ✓ **NO (0 pts)** – We have no active process or strategy yet
6. **Step 3:** Use the notes column to record key risks or next steps

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7. **Step 4:** Tally your section scores and total readiness score

Prioritization and Scoring:

Some risks (e.g., data breaches, reputation damage) carry more weight than others. Focus on the critical areas where your score is lowest and prioritize those for immediate action.

SCORE Framework Self-Assessment

1. STRATEGIZE

Do you have a clear, AI-informed communications plan?

Sub-Question	YES	SOMEWHAT	NO	Notes
Have you defined clear PR/comms goals that account for new AI risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do you have segmented messaging strategies for key audiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. CREATE

Is your messaging inclusive, responsive, and resilient?

Sub-Question	YES	SOMEWHAT	NO	Notes
Do you audit AI-generated or AI-supported content for bias or inaccuracy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is your brand voice clearly expressed across human and AI-driven outputs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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3. OPTIMIZE

Are your tools and workflows aligned with modern PR needs?

Sub-Question	YES	SOMEWHAT	NO	Notes
Do you use systems or automation to streamline content, scheduling, or reporting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are your comms tools secure, compliant, and ethically vetted for AI use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4. REFLECT

Are you measuring impact and learning from data?

Sub-Question	YES	SOMEWHAT	NO	Notes
Do you regularly review comms metrics to refine your strategy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are insights from audience feedback or sentiment analysis actively used?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5. EXECUTE

Are you showing up consistently—and prepared for risk?

Sub-Question	YES	SOMEWHAT	NO	Notes
Do you have a crisis communications plan that accounts for AI-related risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do you consistently implement your visibility plans across channels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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Scoring Guide

- **16–20:** Strong strategic comms foundation. Refine and lead.
 - **11–15:** Good progress, but important gaps to address.
 - **Below 11:** Significant vulnerabilities—start with top-priority areas now.
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Next Steps

- **Review your lowest-scoring areas:** These are the greatest risks to visibility, credibility, and ethical reputation.
 - **Create an Action Plan:** Focus on small, manageable updates to messaging, workflows, and AI oversight.
 - **Revisit this tool quarterly:** As tools, trends, and risks shift, so should your communications strategy.
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Want Guidance or Feedback?

If you'd like a second set of eyes—or a strategic partner to help you close the gaps—visit www.bstrategies.co or email hello@bstrategies.co.

Together, we'll build a communications strategy that's ethical, clear, and ready for what's next.