

MELCRUM'S INTERNAL COMMUNICATION COMPETENCY MODEL

How do your communication skills and competencies stack up?

Business practices and technologies are rapidly evolving. And the remit of Internal Communication is also changing. We have multiple stakeholders, each with different needs and expectations, and greater demands on our time. As internal communicators, we need to constantly expand and redefine what we do – and how well we're meeting these rising expectations.

To succeed, we need a sophisticated mix of skills – and a strategic and ongoing approach to professional development.

Based on 20 years of research and experience in Internal Communication, this model maps out the 20 key skills and competencies required for an effective communication function.

Note: It's not expected that a communicator should be expert in each competency, a successful IC function is one that demonstrates a balance of these skills that is appropriate for their business across the team.

TRADITIONAL *Core competencies*

Business Leadership

- Innovation
- Business Knowledge
- Change Management
- Influence
- Vision and Strategy

EMERGING

Becoming more prominent areas of focus for IC

Networks and Collaboration

- Digital and Social Strategy
- New Media
- Collaborative Platforms
- Organizational Design
- Agility

Content Development and Delivery

- Messaging
- Public Speaking
- Written Communications
- Channel Management
- Content Management

Project and Function Management

- Planning
- Partnerships
- Functional Management
- Impact Measurement
- Team and Professional Development