



Internal Communication & Digital Content Team Maturity Model

A roadmap that helps anyone looking to level up their internal communications by allowing them to see where they are today, envision where they want to go, and plan a course there.



We're giving internal communicators something they haven't had before, a framework for growth

Internal communication teams regularly find themselves in a zone where their important but not urgent work is continuously superseded by more traditional and critical communications. This gap often leaves room only for the day-to-day demands of the business, rather than the necessary work to help their organization grow from the inside out through the evolution of the company's internal communication capabilities. On top of that, the internal communication industry is fairly new and is under tighter budget constraints than its more established corporate comms and marketing counterparts.

This maturity framework is for anyone who is driving business change through internal communication

At Local Wisdom, we've spent 20 years supporting communication teams and we created this model to help digital content teams keep up with the pace of organizational needs while evolving their capabilities. Consider the levels outlined in the model as a map, allowing you to pinpoint where you currently are, envision where you want to go, and ultimately giving you a high-level idea of what you need to get there. The maturity model spans 6 levels and each level is described by 5 layers.

LEVEL



WORKDAY One to two creative passionate people who have been thrust into the role.

WORKDAY Gathered additional production help from other areas, vendors, or freelancers.

WORKDAY Gotten to a good rhythm of content production while managing volume.

WORKDAY Established a repeatable and efficient flow of proactive content production.

WORKDAY Supporting other business areas through guidance and resource sharing.

WORKDAY Multiple comms teams throughout the organization driving business outcomes.

Internal communications can be pandemonium with tactical tasks and poor or non-existent communication platforms to reach employees.

The internal communications team juggles the ongoing needs of the business and employees while working to set up comms platforms properly.

With a reinvigoration from new platform launches, a long-term team is needed to continue to direct and shape leadership and comms.

As internal communications are flowing efficiently, the team focuses on automating a metrics framework, to confidently influence strategy.

With a positive impact on the organization and employee experience, the team stretches themselves to support other areas as a center of excellence.

Communications is embedded throughout the organization in an omnidirectional system that influences overall strategy and employee experience.

- ACHIEVEMENTS**
- ✗ Defined comms strategy
 - ✗ Defined production process
 - ✗ Proactive editorial calendar
 - ✗ Evolved comms channels
 - ✗ Consistent design, tone and voice
 - ✗ Targeted content to audiences
 - ✗ Metrics that guide decisions

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TEAM
FTE % INDICATOR

Comms director	
Comms manager	
Content specialist	
Comms strategist	
Writer	
Designer	
Developer	

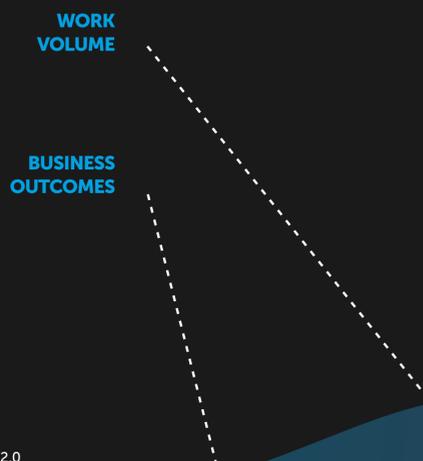
Comms director	
Comms manager	
Content specialist	
Comms strategist	
Writer	
Designer	>1
Developer	>1

Comms director	
Comms manager	
Content specialist	
Comms strategist	
Writer	
Designer	
Developer	

Comms director	
Comms manager	
Content specialist	
Comms strategist	
Writer	
Designer	
Developer	

Comms director	
Comms manager	
Content specialist	
Comms strategist	
Writer	x2
Designer	x2
Developer	

Comms director	
Comms manager	>1
Content specialist	>1
Comms strategist	>1
Writer	>1
Designer	>1
Developer	>1



The Five Layers

The five layers constitute the core elements of team maturity. To find where you are, look through each layer to see the level that best describes your typical workday, the milestones you've achieved, the roles on your team, and the volume of work related to the business outcomes your team enables. Keep in mind; you won't always fit nice and neatly into a single level. For example, you might see your achievements at a higher level than your team. Please pay attention to these differing alignments, as they can lead to mismanaged expectations and can stunt your ability to level up.

WORKDAY

Workday describes a typical day in the lives of communicators and provides a high-level summary of the team's wins and challenges. We see a few passionate people managing a pandemonium of tactical communications with inadequate or non-existent communication platforms in Level 1. The other side of the spectrum is Level 6, where an organization will have multiple comms teams (corporate and local) working in tandem to drive business outcomes.

ACHIEVEMENTS

Achievements lists out seven high-level milestones to reach an effective and efficient communications organization. In Level 1, the team has no prior achievements; but by Level 6, they have fulfilled all levels and then replicated them throughout smaller local communications teams.

TEAM

Team lists out seven roles that are key to the ongoing production needs of the maturing squad. We combine the positions and full-time equivalent (FTE) indicators to help gauge the minimum time commitments needed from team members at various levels. Not every organization will have these roles as individual people. In earlier levels, teams will consist of more generalists who encompass multiple positions, but individuals tend to lean towards specialization towards the end of maturity.

WORK VOLUME

Work Volume visually depicts how much work, in terms of people-hours, is necessary to accomplish the achievements for a particular level to progress to the next. For example, the surge in work volume in Level 2 is due to the additional effort needed to redesign and launch evolved communication channels and platforms. Work Volume plays a role in calculating return on investment when compared against Business Outcomes.

BUSINESS OUTCOMES

Business Outcomes depicts a visual graph to remind us that everything we do needs to net positive results for the organization. We communicate to affect positive change, whether increasing employee engagement scores, creating new ways to collaborate or increasing employee acumen through training, we aim to quantify the communications teams' work against business results.

Need help figuring out where to start? Level up on your comms journey by scheduling a call.

We'll help you reach internal communication greatness

[Book An Appointment](#)

If you haven't already, take our 10-minute survey to find your internal comms team maturity and alignment levels, providing a deeper dive into your specific situation.

[Assess Your Team's Maturity Level](#)

