

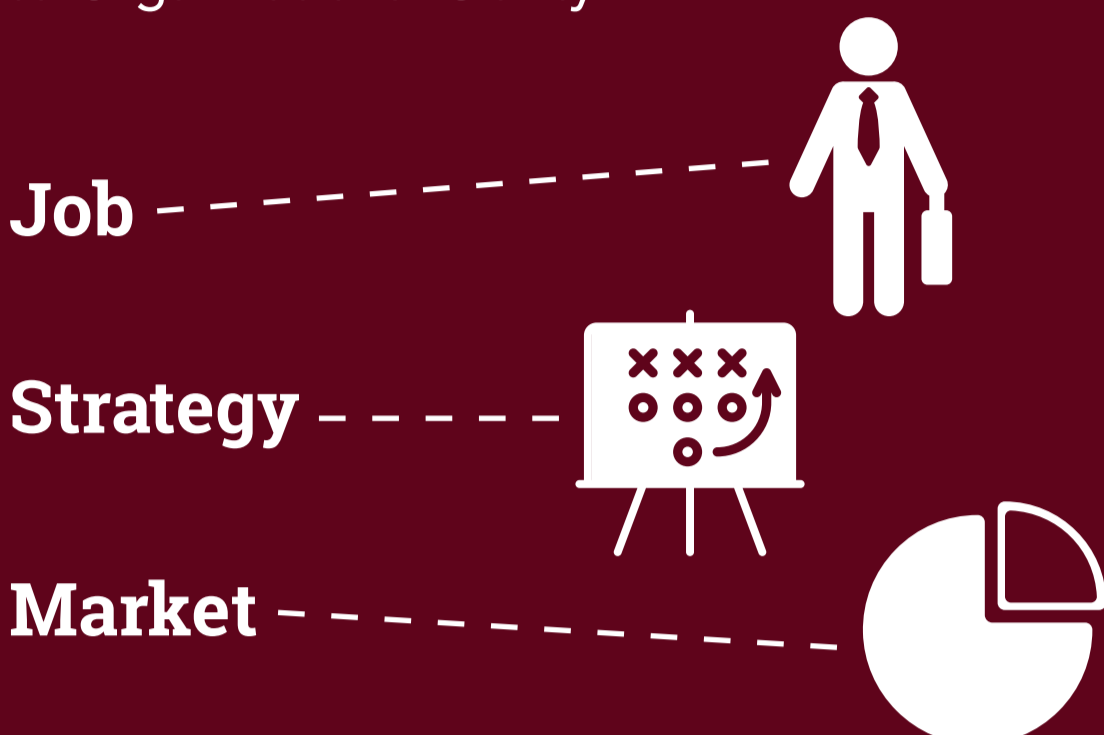
Organizational Clarity

The Case for Workforce Alignment & Belief

A study by the Institute for Public Relations
Commission on Organizational Communication

Organizational Clarity is defined as the comprehension an individual employee has about the organization, and its vision, purpose, mission, strategy, opportunities, challenges, priorities, and competitive reality.

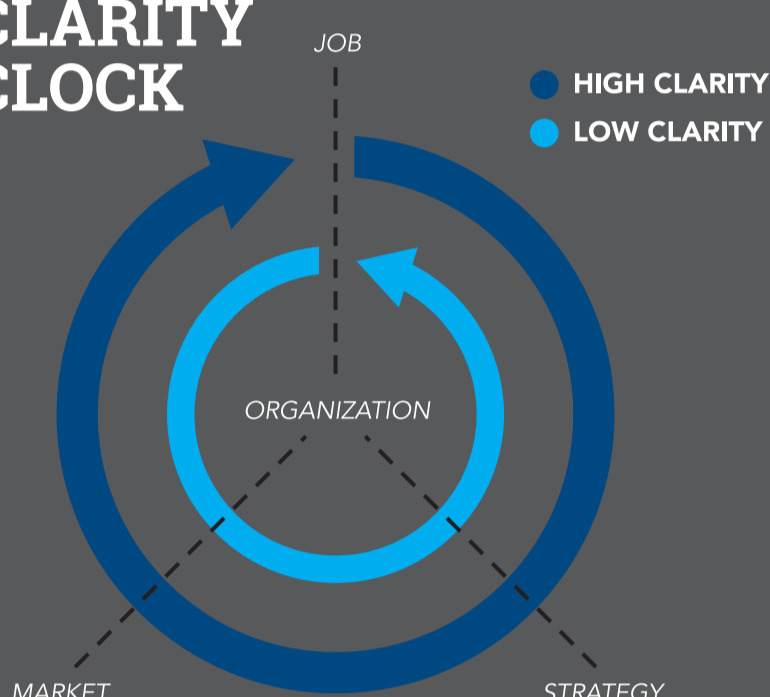
There are three key dimensions to Organizational Clarity:



Organizational Clarity is increased when employees understand the marketplace as seen through the lens of the company's strategy. Organizational Clarity can be increased both by the JOB dimension and the STRATEGY dimension.

Organizational Clarity is decreased when employees understand the marketplace with little or no reference to their company's strategy. The MARKET dimension is the only dimension that decreases Organizational Clarity.

ORGANIZATIONAL CLARITY CLOCK



The global study surveyed employees from **5 COUNTRIES**

(Brazil, China, India, U.S. & U.K.)

6 SECTORS

(Automotive/Transportation, Energy, Healthcare, Financial Services, Food/Beverage & Technology)

Each country and sector was given a grade to rate how well it did in the three dimensions.

The Organizational Clarity Report Card offers a detailed look into each country and sector as well as techniques that are adaptive and applicable to organizations dealing with a distracted, often disengaged workforce.

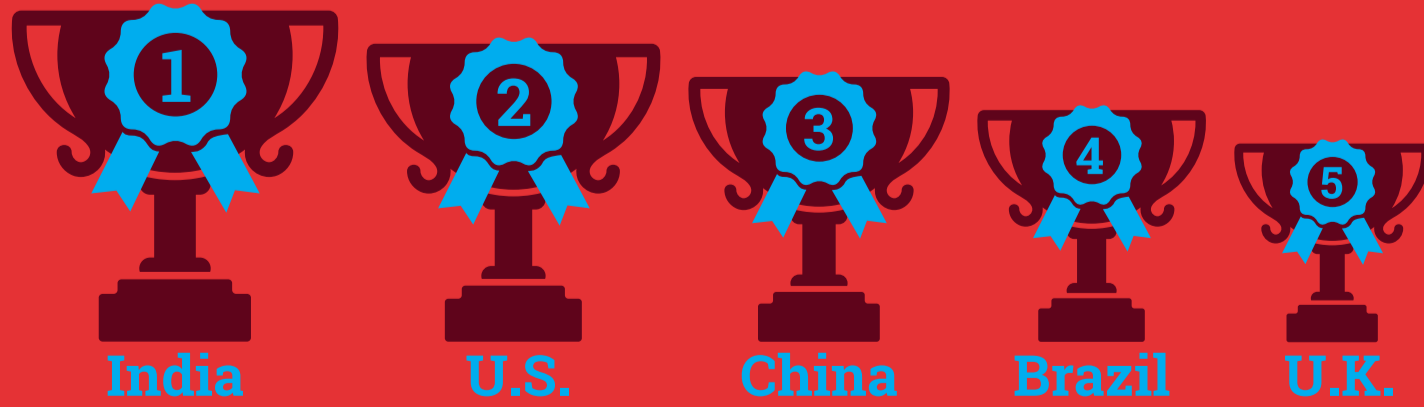
Country Report Card

	Job	Strategy	Market
Brazil	C+	C	F
China	C+	C+	F
India	B	B	D
United Kingdom	C	C	F
United States	B-	C+	F

Sector Report Card

	Job	Strategy	Market
Automotive/Transportation	C+	C	F
Energy	C+	C	F
Financial Services	C+	C+	F
Food and Beverage	C+	C+	F
Healthcare	C+	C	F
Technology	B-	B-	F

BEST TO WORST



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