

# Digital Communications & Content Production Maturity Model

A roadmap for digital content production teams to see where they are, envision where they want to go, and plan a course to get there.



Employee experience has ascended dramatically over the last several years, proving itself to be an essential need for a successful organization. Because of this, internal communications has risen as a function to promote positive employee experience by churning business needs into messages that move employees to action, and at the same time, enable employee's voices to be heard and acknowledged by leadership. Employee experience and internal communications is a competitive differentiator in today's landscape.

Unlike other core business functions, internal communication is often an after-thought and typically on tight budget constraints. At Local Wisdom, we've spent the last 20 years supporting communicators in their day to day by taking on the tactical execution of content production, so they have the time and head space to become the strategic leaders their organizations need them to be. We've partnered with small communication teams that work as lean, tight-knit startups in larger organizations. We've also worked with global communication teams that have a main corporate arm and multiple local teams who may or may not be connected. Through our work, research, and involvement in the internal comms community, we've honed in on the core structures, skills, work, and mindset necessary to evolve your digital communications and content production.

This model is for people who are building, managing or overseeing communications in their organization. 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 giving you a high-level idea of what you need to get there. Five key elements define each level:

**Workday** - describes a typical day in the life and provides a high-level summary of the team's wins and challenges.

**Achievements** - lists seven high-level milestones to reach an effective and efficient communication 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 communication groups.

**Team** - lists 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 you gauge the minimum time commitments you'll need from members of your team. Not every organization will have these roles as individual people. In earlier Levels, we'll find more generalists who encompass multiple roles, but towards the end of the maturity, individuals tend to lean towards specialization.

**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.

**Business outcomes** - depicts a visual graph to remind us that everything we do needs to net positive results for the organization at-large.

Use this map as a practical and helpful guide to level up your communication functions. No matter where you are in the process, Local Wisdom is here to help you navigate and strategically move your communications team forward. We wish you well on your journey.

Learn more at [www.localwisdom.com](http://www.localwisdom.com)