

Comms Efficiency Check

Where does your communications team lose time, focus, and resources?

Communications and marketing teams face increasing pressure to manage more channels, create more content, and respond to growing internal demands, often without additional resources. Greater efficiency does not come from simply doing more. It comes from establishing clearer processes, reusing content more effectively, and reducing operational friction. This assessment helps you identify common workflow bottlenecks in communication processes supported by Microsoft 365. It examines each stage of the process, from finding content and managing templates to using AI effectively.

How to use this Check

Review the questions with your team and answer each one:

Yes – This applies

No – This does not apply

Partially – This applies to a limited extent

Start by reviewing the areas where you answered the most questions with “Partially” or “No.” These areas often reveal points of friction that consume time, attention, and resources.

1. Finding and keeping content up to date

Key question: Can your teams quickly find the content they need?

- Is there a single, centralized source for approved presentations, reusable copy, slide templates, and images?
☐ Yes ☐ No ☐ Partially
- Can international and decentralized teams access the same approved content?
☐ Yes ☐ No ☐ Partially

- Do employees know which templates and master presentation files are current and approved?
☐ Yes ☐ No ☐ Partially
- Are outdated versions consistently taken out of use?
☐ Yes ☐ No ☐ Partially
- Can employees find the content they need without relying on colleagues for assistance?
☐ Yes ☐ No ☐ Partially
- Is it clearly defined who is responsible for maintaining and updating content?
☐ Yes ☐ No ☐ Partially

2. Collaborate on and reuse content

Key question: Do teams consistently use existing content, or do they start from scratch too often?

- Can teams reuse existing templates and content for presentations, documents, and emails instead of starting from scratch each time?
☐ Yes ☐ No ☐ Partially
- Are reusable templates available for recurring communication needs?
☐ Yes ☐ No ☐ Partially
- Can teams easily adapt existing slides, approved text, or campaign components?
☐ Yes ☐ No ☐ Partially
- Can multiple employees collaborate on a presentation without creating duplicate or conflicting file versions?
☐ Yes ☐ No ☐ Partially
- Can employees insert existing slides, approved text, or other assets into new presentations and documents with just a few clicks?
☐ Yes ☐ No ☐ Partially
- Are template updates automatically reflected in existing files, without requiring employees to update them manually?
☐ Yes ☐ No ☐ Partially

3. Review and approval processes

Key question: Where do unnecessary review and approval cycles occur?

- Is it clear who is responsible for reviewing and approving each type of content?
☐ Yes ☐ No ☐ Partially
- Are approval workflows for presentations, documents, and external communications clearly documented?
☐ Yes ☐ No ☐ Partially
- Can multiple brands and sub-brands be managed centrally and consistently?
☐ Yes ☐ No ☐ Partially
- Are corrections due to incorrect versions, outdated information, or inconsistent branding only rarely needed?
☐ Yes ☐ No ☐ Partially
- Can employees create presentations independently that meet brand standards from the start, without requiring follow-up corrections or standardization by the marketing or branding team?
☐ Yes ☐ No ☐ Partially
- Can feedback, revisions, and approval decisions for presentations be tracked clearly?
☐ Yes ☐ No ☐ Partially

4. Tools and Microsoft 365

Key question: Are your teams using the available tools and solutions efficiently?

- Is it clear which tools should be used for presentations, documents, collaboration, and content storage?
☐ Yes ☐ No ☐ Partially
- Does your team use Microsoft 365 consistently and in a structured way?
☐ Yes ☐ No ☐ Partially
- Have all overlapping tools that perform similar functions and create duplicate work been eliminated?
☐ Yes ☐ No ☐ Partially

- Can employees easily access approved images and icons?
☐ Yes ☐ No ☐ Partially
- Can workflow friction caused by switching between tools, using duplicate storage locations, or following inconsistent work practices be avoided?
☐ Yes ☐ No ☐ Partially
- Does your organization regularly assess whether existing tools are actively used and make day-to-day work easier?
☐ Yes ☐ No ☐ Partially

5. AI and automation

Key question: Does AI truly reduce your team's workload, or does it create additional review cycles?

- Are there clearly defined use cases for AI in communications, such as creating drafts, summaries, alternative versions, or presentation structures?
☐ Yes ☐ No ☐ Partially
- Can AI tools access and build on company templates, presentation layouts, and reusable content components?
☐ Yes ☐ No ☐ Partially
- Are there clear rules defining which content, data, and documents may be used in AI tools?
☐ Yes ☐ No ☐ Partially
- Can employees easily control, select, and customize AI-generated suggestions during the creation process?
☐ Yes ☐ No ☐ Partially
- Do AI-generated materials consistently align with your organization's tone of voice, brand identity, and communication standards, with little or no additional work required?
☐ Yes ☐ No ☐ Partially
- Are AI-generated materials reviewed systematically before they are used internally or externally?
☐ Yes ☐ No ☐ Partially

Evaluation: Where to focus first

Review your answers in each category and highlight the areas with the highest number of “Partially” or “No” responses.

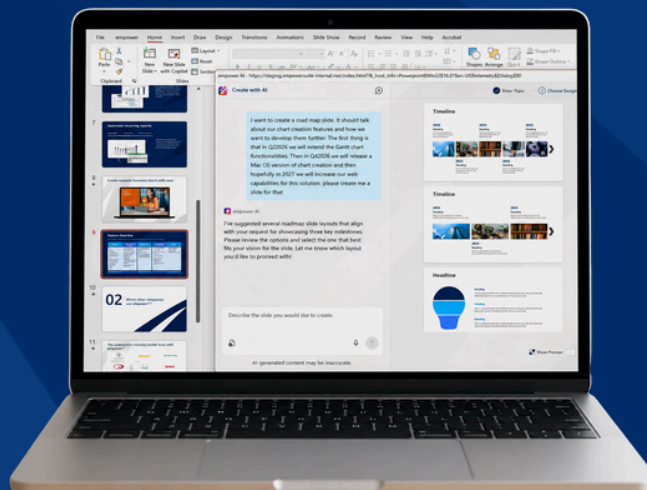
These areas are likely creating friction in your daily workflows, including time spent searching for content, manual rework, unclear processes, switching between tools, or AI-generated results that are not ready to use.

	What “Partially” and “No” responses may reveal	What to review next
1. Finding & keeping content up to date	Content is difficult to find or may not be clearly identified as current.	Run a quick content audit: List the 10 content items your teams use most often. Determine where each item is stored, whether it is current, who owns it, and who can access it.
2. Collaborate on & reuse content	Teams start from scratch too often or rely on team-specific and locally stored versions.	Evaluate reuse opportunities: Select three frequently used presentations. Identify the slides, text blocks, and assets that could be made available as centralized, reusable components. Pay particular attention to elements that appear repeatedly.
3. Review & approval processes	Work goes through repeated revision cycles, or Marketing and Brand teams become responsible for cleanup and quality control.	Track the main causes of rework: Document the five most common reasons additional work is required. Consider whether improved templates, built-in guidelines, or automated review and correction features could prevent these issues.
4. Tools & Microsoft 365	Tools, storage systems, and workflows do not work together smoothly.	Map the tool journey: Map the tools used throughout a typical workflow. Identify where employees switch between applications, save duplicate files, or complete manual intermediate steps. Then determine where the workflow could be simplified or consolidated.
5. AI & automation	AI does not yet provide reliable support and may create additional rework.	Run a practical AI test: Choose a specific use case, such as creating a product presentation. Evaluate whether the output is ready to use, what rework is required, which templates or rules are missing, and whether the current tool can support your requirements.

Turn the assessment into action

empower® helps Brand, Marketing, and Communications teams manage templates, content, and presentations from one central location. Teams can work efficiently within Microsoft 365 and use AI-powered capabilities to create brand-compliant results quickly, consistently, and with greater control.

More about empower® AI



About empower® – The all-in-one suite for Microsoft 365

The empower® suite integrates directly with Microsoft 365 and enables teams to create consistent, professional presentations, documents, and emails more efficiently. Its three modules can be used individually or combined to meet an organization's specific needs.

The suite provides the capabilities companies need to produce professional presentations and documents, from brand management and chart creation to content management and automation. AI-powered features and professional services further help teams improve quality, increase efficiency, and maintain brand consistency.