

The Wheel of Impact: 20 high-impact questions every internal comms pro should be asking



A reflection tool for internal comms and EX people who like to think before they do

Dafna Arad
Internal Communication Expert

We comms pros are often so busy keeping things moving, we don't get a chance to stop and ask: Is this still the right direction?

Let's face it... Nobody's giving us extra resources for strategy offsites. We don't get the luxury of working with consultants to help us figure out things. So we should all have more tools to do it ourselves!

That's why I created the Wheel of Impact.

It's a practical thinking tool made for internal communication and EX leaders who want to pause, reflect, and refocus. It is built around four key focus areas that are feeding into each other. Strategy shapes culture.

Culture influences reach. Reach drives momentum. Momentum fuels creativity. And back around we go.

Each comes with five thoughtful, intentional questions. Use them to guide your planning, shape stronger conversations, or simply check in with yourself and your team.

Whether you bring it into your next team meeting or glance at it on a quiet Monday morning, the Wheel of Impact is here to help you reconnect with what really matters: people, purpose, and progress.

You don't need all the answers.

You just need to ask the right questions.



When to use it

Use the Wheel anytime you need to step back and reassess where you're headed. It's especially powerful when:

- You're kicking off a new quarter, campaign, or comms plan.
- Your team feels stuck, overwhelmed, or misaligned.
- You're prepping for a leadership presentation.
- You're designing a new strategy or platform rollout.
- You just need a reset, personally or as a team.

Pro tips

- There are no wrong answers.
- You don't need to answer everything at once.
- Save your notes and revisit them regularly. Trends will emerge.
- More than a quiz, it's a mirror.

How to use it

1. Solo Reflection

Take 15–30 minutes to read through the questions. Highlight 3 that spark something in you. Journal or jot down your honest answers. No pressure—this is for you.

2. Team Workshop

Run a 45-minute session with your team or stakeholders. Pick one question from each quadrant and go around the (virtual or real) table.

- "What stands out most?"
- "Where are we strong?"
- "Where are we guessing?"
- "What would make the biggest difference right now?"

3. Strategy Reset

Choose one pillar and build your next plan around it. Let the questions inform your priorities, metrics, and messaging.

4. Quarterly Check-in

Revisit your answers each quarter to see what's shifted, what's stuck, and what's possible.