



## MODULE 4

# Measurement and assurance

Show the value of the function in an AI-mediated world, and keep quality high.

- ▶ **From volume to value** *measures you can stand behind*
- ▶ **The assurance routine** *quality as AI does more*
- ▶ **Show the value, one page** *for your CEO or board*

Built by Michael MacLennan, twenty years in communications.  
Free. Five pages, in one sitting.

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## Start here, and the gap this closes

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Communications has always carried a measurement problem. The leader who prevented the crisis walks into the chief executive's office with nothing to show: the result was the absence of a disaster, and absence has no natural metric. What cannot be measured cannot be claimed, so output volume becomes the visible proxy for value.

AI sharpens that rather than solving it. The output work, the volume the function has often been measured on, is exactly what AI automates first. If the function cannot show the value of its judgement, it is left being measured on the part a machine can now do. That makes measurement existential, not administrative.

### Start here

From the table below, pick the two measures you could actually stand behind and drop the rest. Two true measures beat ten impressive ones. In the public sector, “value” means demonstrating public trust and accountability rather than commercial return; the same shift applies.

*Causal measurement of communications is genuinely hard, and some of it is not solved. This module is about better proxies and honest assurance, not a false promise of precision.*



## From volume to value

Shift the function's measures upstream. Senior audiences see through invented numbers faster than anything else, so measure fewer, truer things, and be honest about what is a proxy and what is proven.

Instead of	Measure	Honest caveat
Volume of outputs	Capacity reclaimed, and where it was redeployed	Track the redeployment, not just the saving
Pieces published	Decisions and risks the function influenced or prevented	Prevention is hard to evidence; capture it in the moment
Reach and impressions	Whether the organisation's signal is coherent across AI surfaces	New, and partly qualitative
Activity	Attribution: does an intervention shift what AI says about you?	Faster for live-web systems, slower for trained-in knowledge



## The assurance routine

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As more of the work becomes AI-assisted, quality has to be held deliberately rather than assumed. A light, repeatable routine:

- 1** Every external factual claim that passed through AI gets one named human check before it ships. This is the claims-and-accuracy habit from Module 0, the single highest-value control.
- 2** Sample, do not boil the ocean. Each month, review a small sample of AI-assisted outputs against your own standard. You are looking for drift, not perfection.
- 3** Name ownership. Someone owns quality for AI-assisted work the way someone owns it for everything else. AI owns nothing.
- 4** Log what you find and feed it back into the team's capability work (Module 1). Assurance and capability are the same loop seen twice.



## Show the value, one page

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A structure for putting the function's value in front of a chief executive or board in an AI world. One page, three minutes to read:

- ▶ What the function now does with AI, framed as reclaimed judgement, not faster typing.
- ▶ The two or three measures you stand behind, with the honest caveats.
- ▶ The assurance in place, so AI-assisted work is trusted.
- ▶ What you are investing in next, in capability and in the function's strategic role.

Most communications leaders cannot produce that page today. Producing it is how the function is valued for the decisions it influences rather than the volume it produces. This is the final module: together the five give a leader a governed use of AI, a capable team, AI in the strategic work, a seat where it is governed, and the value of the function shown and assured.

The strategic case running underneath the series is set out in Elif Güvençer's *The Two Clocks* ([reputationsignal.co](http://reputationsignal.co)), including its work on the measurement gap.



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