

SINNIO

METHODOLOGY

The Sinnio Strategic Assessment Methodology

How Sinnio conducts independent, evidence-led assessments of marketing, communications, stakeholder engagement and organisational strategy.

Sinnio

Independent Strategic Marketing & Communications Consultancy
Sinnio Methodologies · 2026 · www.sinnio.co.uk

Why organisations commission independent assessments

When organisations face complex strategic challenges, an independent assessment provides more than a second opinion. It offers structured analysis, objective challenge and evidence-led recommendations grounded in recognised strategic frameworks rather than organisational assumptions. The result is greater clarity, improved decision-making and practical opportunities to strengthen future performance.

Principles

- **Independent.** Findings are owned by the evidence, not by any department or prior position.
- **Evidence-led.** Conclusions are drawn from documents, data, observation and structured listening, assessed against recognised frameworks including those of the Government Communication Service and the Local Government Association.
- **Fair.** Absence of evidence is treated as exactly that; it is never presented as evidence of absence.
- **Proportionate.** The depth of assessment matches the significance of the decision it supports.
- **Constructive.** The purpose is to strengthen future performance, not to apportion blame.

The five stages

SCOPING	Questions, audiences, evidence sources
EVIDENCE REVIEW	Documents, data, prior evaluation
INSIGHT GATHERING	Interviews, observation, listening
ANALYSIS	Assessed against recognised frameworks
REPORTING	Findings, recommendations, briefing

What an assessment examines

AREA	QUESTIONS ASKED
Strategy	Is there a clear strategic rationale connecting organisational priorities to activity? Are objectives defined as change, not activity?
Insight	Is there evidence that audiences are understood: who they are, why they act, why they do not?
Behavioural focus	Do campaigns and engagement define the behaviours they seek to influence, and design for them?
Delivery	Is activity coordinated across partners, channels and functions, or fragmented?
Evaluation	Are outputs and outcomes both measured? Does learning feed back into planning?

How findings are presented

Every finding follows the same three-part structure, so that readers can distinguish what was seen from what it means and what to do about it:

ELEMENT	PURPOSE
Observation	What the evidence shows, stated neutrally.
Assessment	What that means when tested against recognised practice.
Strategic opportunity	The practical step that would strengthen performance, proportionate to the organisation's context and resources.

Outputs

- Executive briefing for leadership
- Independent assessment report
- Strategic recommendations, prioritised and proportionate
- Workshop facilitation to convert findings into action

An assessment is not an audit of blame. It is a structured, impartial review designed to strengthen decision-making.

© 2026 Sinnio. This document may be shared freely in its original form. It provides general guidance and does not constitute advice for any specific organisation. To discuss how this thinking applies to your challenge, visit www.sinnio.co.uk or use the contact page to arrange an initial conversation.