

Appendix 20

First-order Factor 5 : Communicating Strategy To Stakeholders

Factor Five

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .640 | 3 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Q17 | 9.67 | 2.378 | .582 | .333 |
| Q12 | 9.92 | 2.498 | .489 | .490 |
| Q18 | 9.30 | 4.014 | .317 | .699 |

| Scale Statistics | | | |
|------------------|----------|----------------|------------|
| Mean | Variance | Std. Deviation | N of Items |
| 14.44 | 5.650 | 2.377 | 3 |

