



Future Communications Leader

Questions & Answers

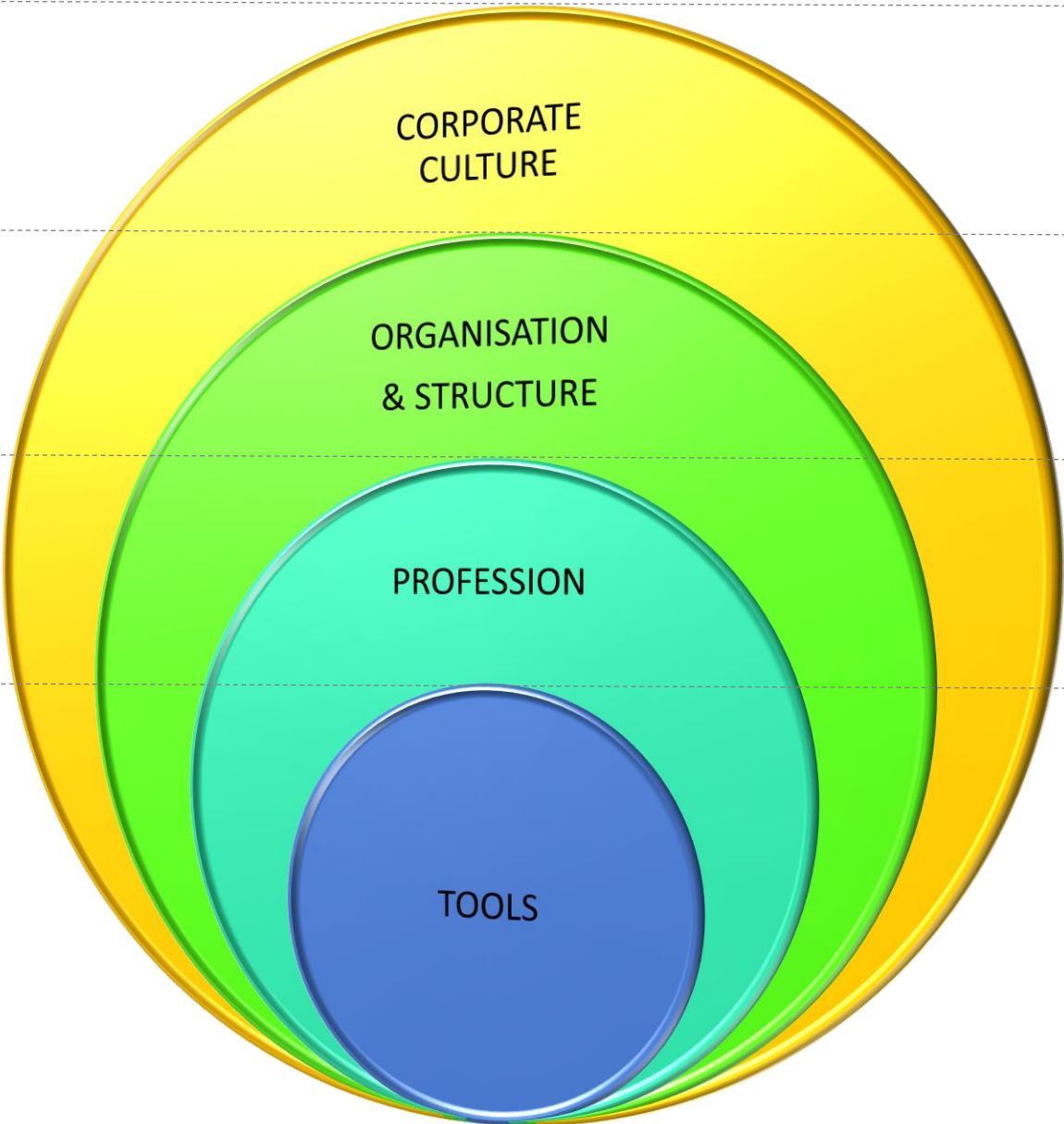
WORLD CAFÉ 2016

BERLIN

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Layers within organisations and its impact on efficiency

EFFICIENCY



Trust & Credibility

- Do you understand **the business** you are in?
- You need to understand **Analytics** and be able to make conclusions...
- You need to be able to present your idea in **business case** context...
- Do you know how to prepare spreadsheet in order to present **ROI** on your idea?
- Do you know how **marketing** works eg. targeting, measuring, big data?
- Are you ready with you culture to **democratize** your organization with digital media?

Management & Coordination

- Do you know your **resources** and its **capabilities**?
- Do you know how to **connect** co-workers in order to get right outcomes?
- Do you know what rules are in **virtual teams** and how to organise the workflow?



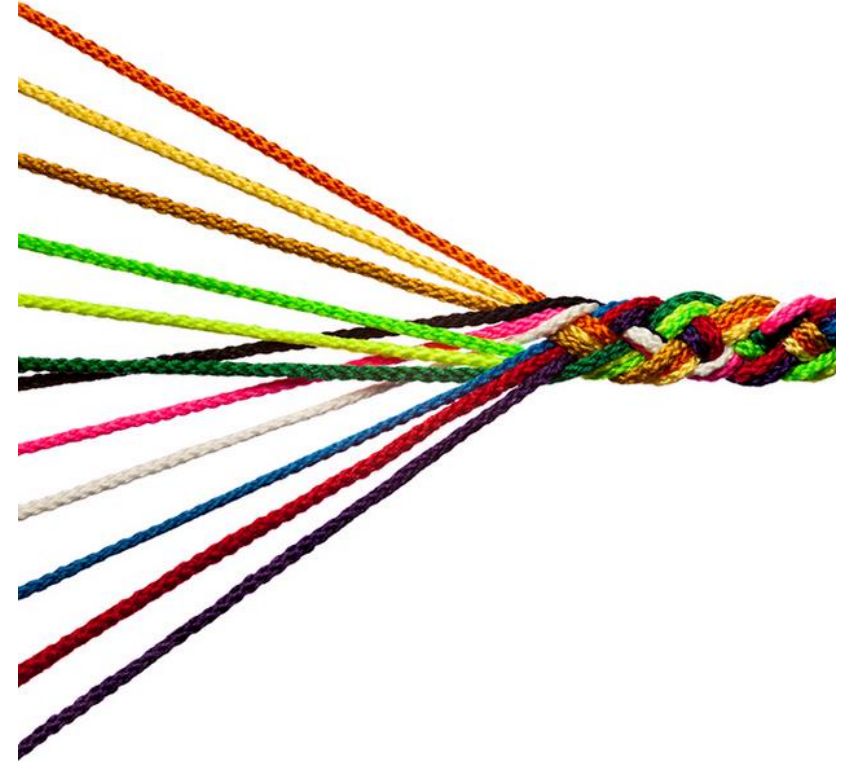
Content

- Do you know **design** principles?
- Do you know how make best use of **video** and when it works?
- Do you know what **images** works where?
- Do you know when it's OK to use **infographic**?
- Do you know how to build corporate **stories**?
- Journalistic skills – **story telling** which will be **aligned** with business targets



Distribution & Channels

- **Convergence** is something you are aware in practice?
- Do you know how to make **mix** of traditional and digital channels?
- Are you so much digital that **off-line** is not for you?
- Are you ready for **dialog** no matter which channel eg. social media, town hall meeting?



Make it happen & Curage

- Are you afraid of **experimenting**?
- Do you like to **challenge** others and yourself?
- Do you support **status-quo**?
- When you do destroy a things, are doing it having in mind **constructive** approach?



Make
it
happen