

As pressure increases on organizations to play a central role in a highly-charged political, social and economic environment, the aperture of communications is widening, **demanding more of the leaders tasked with building and protecting reputation.**

United Minds can help incoming communications executives, **including chief communications officers and chief corporate affairs officers**, to quickly assess the landscape and architect for the future.

FIVE WAYS NEW CCOs AND CAOs CAN DEMONSTRATE IMMEDIATE VALUE AND WORTH, STARTING ON DAY 1 ...

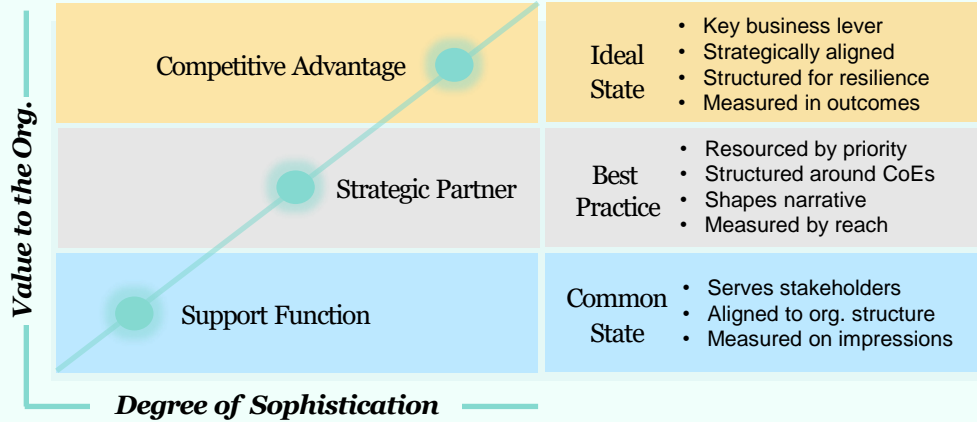
New leaders no longer have the luxury of a “first 100-days” transition. To set up for long-term success, CCOs and CAOs should be prepared to quickly answer and do the following:

1.	Are we fit for purpose (structure, talent, etc.)?	Diagnose your new team’s maturity and capabilities.
2.	What do we stand for as a brand?	Create a consistent process for navigating societal issues.
3.	How will communications advance reputation?	Articulate (+ architect) your narrative.
4.	Do we have the right tools and capabilities?	Establish a POV on impact of technology.
5.	Does our culture serve the business strategy?	Identify opportunities to advance team & org. culture.

1. Diagnose your new team's maturity and capabilities.

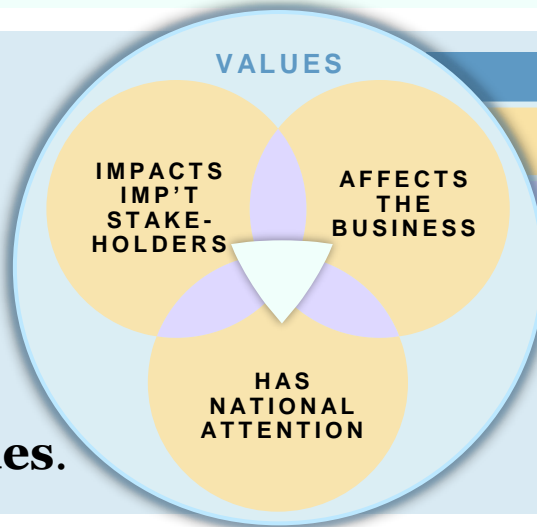
Where to start:

- Set up 1:1 meetings with critical internal customers
- Establish where you are on the maturity curve
- Identify and action quick wins
- Determine gaps (talent, processes, tools, etc.)
- Chart a path to filling gaps



2.

Create a Consistent process for navigating societal issues.



Approach	General Guidelines
CHAMPION	<ul style="list-style-type: none"> • Internal & external message • Supporting action
ENGAGE	<ul style="list-style-type: none"> • External message (reactive) • Internal message
MONITOR	<ul style="list-style-type: none"> • Assess and recalibrate

Where to start:

- Identify and understand key stakeholders
- Determine where company has credibility
- Set up issues and trends monitoring

3. Articulate (+ architect) your narrative.

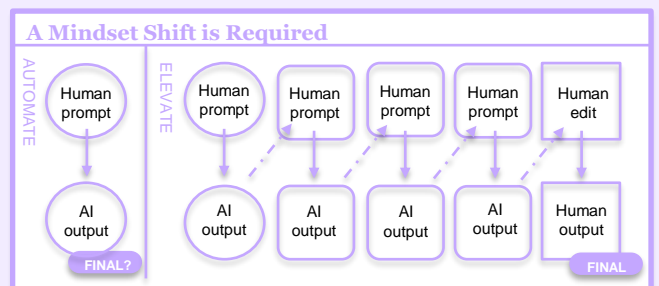
Where to start:

- Protect time to articulate your story and vision
- Seek counsel from a coach, peer and/or mentor on how to put your story into action

QUESTIONS FOR REFLECTION

STORY	What was your path to this opportunity?
STYLE	What sets you apart from other leaders?
PLATFORM	What are your key business priorities?
PEOPLE	What do your key stakeholders need from you/you need from them?

4. Establish a POV on impact of technology.

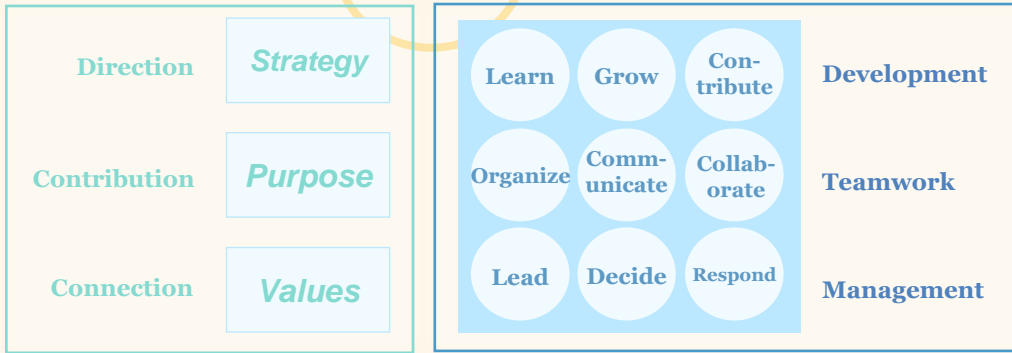


Where to start:

- Complete landscape assessment to understand tools and implications
- Consider opportunities for and impact on current content development policies, talent planning, etc.

5. Identify opportunities to advance **team culture**.

Culture is *The Why* + *The Way* of an organization.



Where to start:

- Identify current culture
- Determine culture needed to achieve your vision
- Prioritize initiatives that close the gap

United Minds can help.

Applying insights and the expertise in organizational design and change management to help transform the communications function.

AREA	BENCHMARKING & EVALUATION	STRATEGY & DESIGN	EXECUTION & CHANGE MANAGEMENT
KEY QUESTION	What does great look like for you?	What is the path to go from good to great?	How can you best bring people on the journey?
FOCUS	Evaluating performance and setting benchmarks for success	Designing strategies and organizations that are aligned to future business needs	Engaging teams, rolling out change and building cultural resilience
OUTPUTS	<i>Benchmarking, performance evaluation, internal analysis, peer matchmaking</i>	<i>Strategy development, Leadership effectiveness, Comms org design</i>	<i>Stakeholder engagement, change management, cultural development</i>
Counsel and Advisory			

We are United Minds, a global management consultancy dedicated to making business more human through organizational transformation. We combine cultural intelligence, leadership strategies, change management principles and our deep roots in communications to help communicators adapt and evolve themselves and their function, and reimagine how communications is done.

Get in touch at contactus@unitedmindsglobal.com.