

LGcomms

What is Communications Leadership?

Leadership seminar
London, June 14, 2019

Our role in the organisation

“Organisational glue”

“Provides a
licence to
operate”

“Mission
and
purpose”

“Navigator and leader”

“The Engine Room”

“Foundation of every successful organisation”



**Customer
Insight**

**Mission and
purpose**

Values

Trust

**Brand
identity**

Authenticity

Transparency

What your boss wants from you

Trusted Advisor

Take ownership

Strategic

Outcome focused

Know your stuff

Enterprising



The view from the top

The shopping list

- ✓ *Increase our influence*
- ✓ *Better for less (demand management)*
- ✓ *Masters of place (assets and skills)*
- ✓ *Move from broadcast to true engagement*
- ✓ *Adapt to a 24/7 comms world*
- ✓ *Be human – be a storyteller !*
- ✓ *Strategic thinker - harness all the tools and resources*

Trusted Advisor

- ✓ People hunt you out
- ✓ You are included in the conversation early
- ✓ You are invited to comment outside a Comms remit
- ✓ You are trusted to be constructive
- ✓ You see things from their viewpoint
- ✓ Comms is on everyone's agenda
- ✓ You put others first
- ✓ You keep your promises
- ✓ You are in it for the long run

Think strategically



Think strategically / GCS model

INPUTS	OUTPUTS	OUTTAKES	OUTCOMES	IMPACT
What we do before to plan activity <ul style="list-style-type: none">- Research- Planning- Preparation- Production	What is delivered <ul style="list-style-type: none">- Distribution- Exposure- Reach	How have people engaged? <ul style="list-style-type: none">- Awareness- Understanding- Engagement- Support	What have they done? <ul style="list-style-type: none">- Impact- Influence- Effects- Attitudes- Behaviour	What impact has it had on the organisation? <ul style="list-style-type: none">- Revenue- Cost- reduction- Reputation

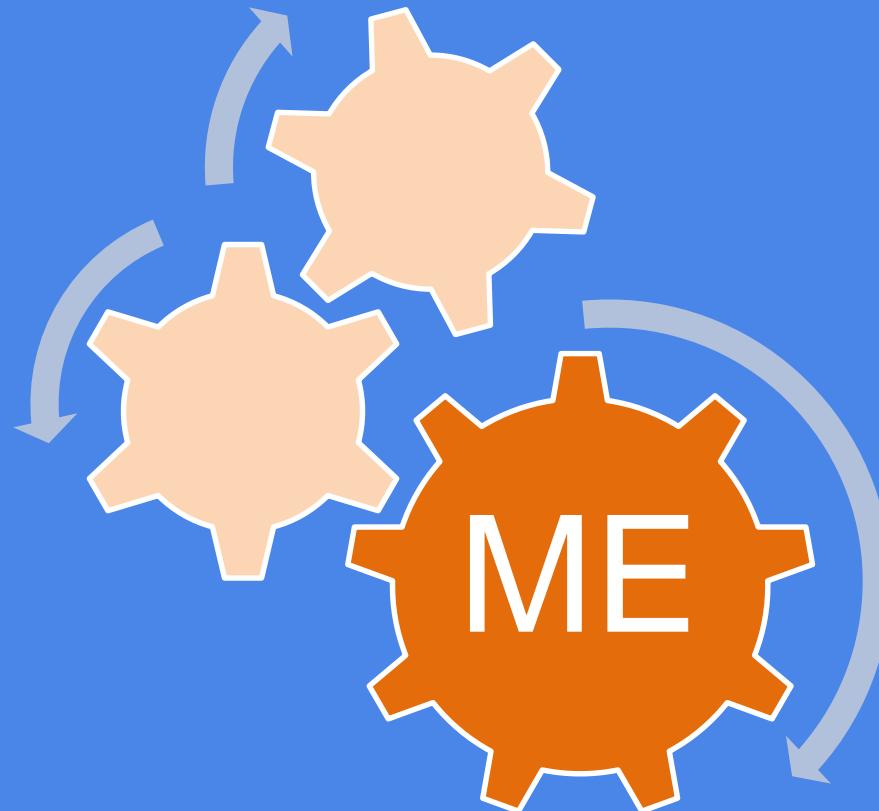
Think strategically / Planning



**“Leadership in communications planning
isn’t about knowing what is in front of you. It
is about knowing what isn’t in front of you.”**

Take ownership

Leaders take responsibility for ensuring the system works effectively, ...not just your part of it.



Know your stuff

Be clear about the value of every meeting, the value that you bring and the outcome that you are looking for.

Don't be room meat!



Outcome focused

**Think outside
the ‘In-Box’**

**Move from a
daily /weekly
‘To Do’ list
to a ‘What do I
want to
achieve’ list**

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Enterprising



Know what
brilliant
looks like

Create a support bubble

