

ADFERO

How The Public Affairs Professional can Successfully Speak to the C-Suite

February 6, 2018

C-Suite

Public Affairs

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I don't get what they do

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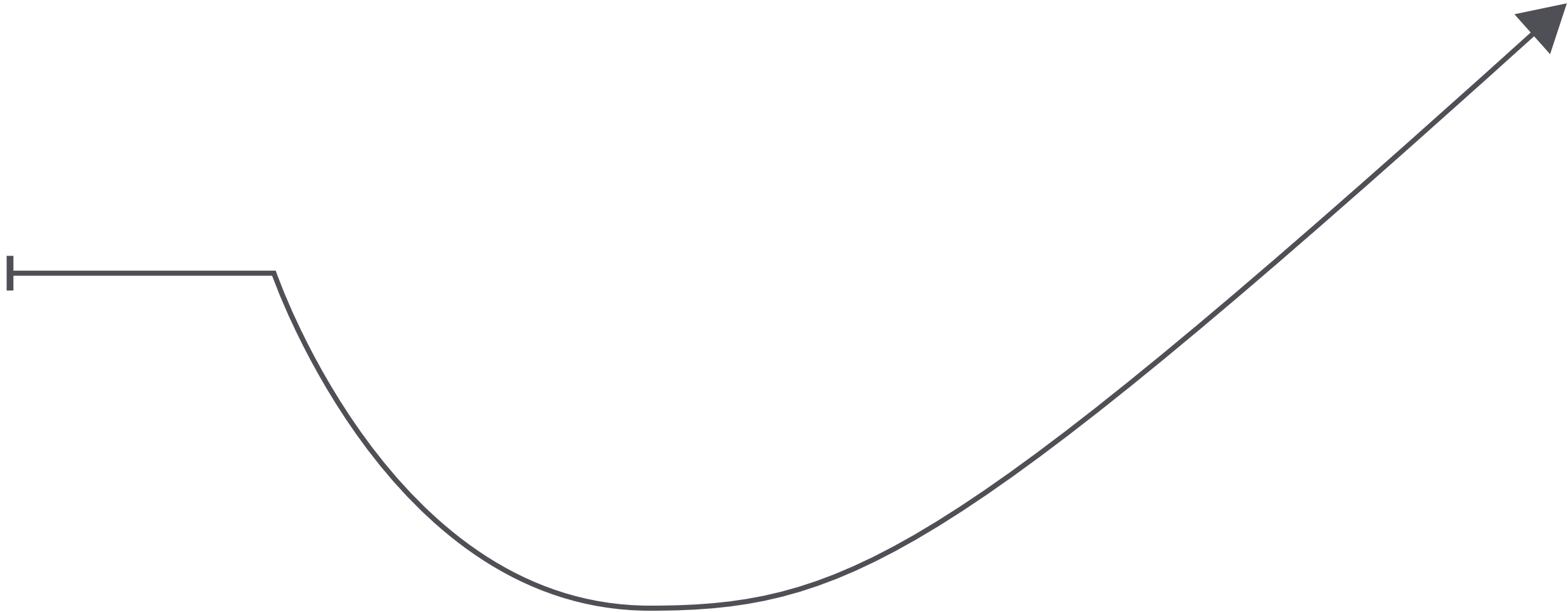
Ugh! They are clueless

Three Steps to Successfully Marshalling Metrics and Speaking to the C-Suite

- 1 Speak the language of change management
- 2 Focus on results, not activities
- 3 Reframe the conversation to dollars and cents

Speak the Language of Change Management

Burning Platform



Focus on Results, Not Activities

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(Nothing bad happening is a result)

Reframe the Conversation to Dollars and Cents

Questions