

Think Like a CEO

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Know Your CEO's Priorities

- ◎ You want to make sure that when your CEO is exposed to the media that it is a good opportunity to control and push your message.
- ◎ Be selective when choosing your public events.
- ◎ **Ask yourself:**
 - ✔ Will this event serve our strategic priorities?
 - ✔ Am I able to adequately prepare my CEO for this event?
 - ✔ Do I know all of the details and logistics for this event?

Stay in the Loop

- ◎ Stay abreast of new developments that concern your CEO. The best way to keep them informed is to **stay informed yourself**.
- ◎ Know who to talk to within the company. Sometimes the most important information for your CEO to know is best learned from one of the other executives.

Keep Your CEO Informed

- ◎ When your CEO steps in front of a crowd or sits down with a reporter they should know what to expect and how to respond.
- **Example:** Announcing that corporate headquarters is moving with a high profile mayor in front of a jaded, big city press corps.



Keep Your CEO Informed

- ◎ Make sure you fit the right preparation with the right situation – there is no one size fits all solution.
- Mock hearings, debates or press conferences
- Murder boards
- Media trainings
- **Example:** Preparing the CEOs of two major merging airlines for a public grilling on Capitol Hill.

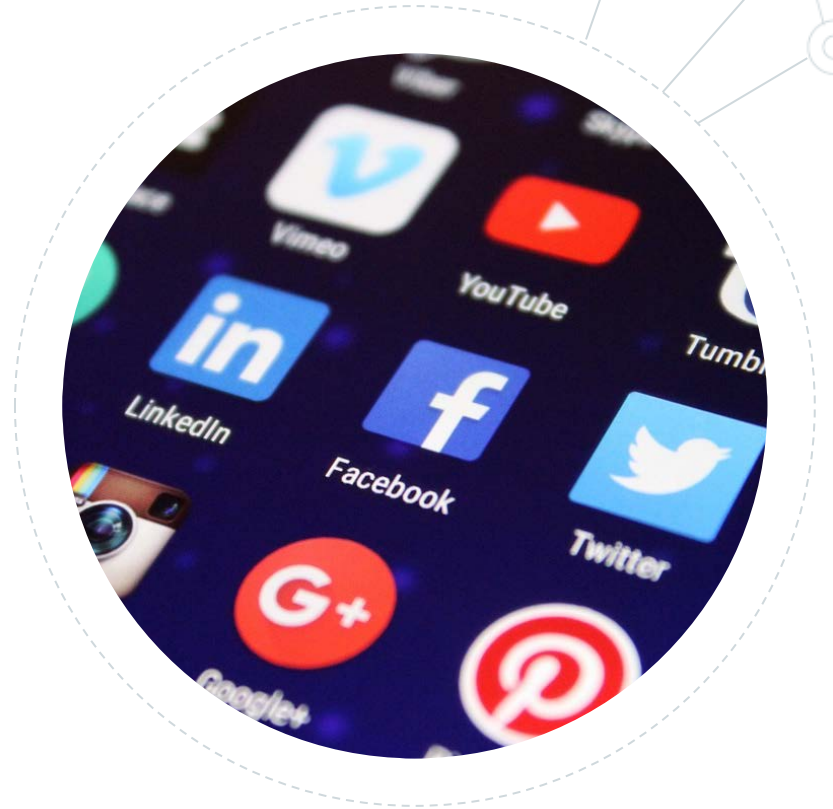


Be Straight and to the Point

- ◎ Every minute of a CEO's time is valuable.
- ◎ Communicate what they need to know, but do not bog them down with unnecessary information. Trim the fat.
- ◎ Handle the details. Your CEO should not be distracted by the logistics of travel or event planning.
- ◎ **Example:** Bringing the CEOs of three major airlines to meet with national newspaper editorial boards.

Boost Your CEO's Impact

- ◎ Your work with a CEO at a press event or an interview doesn't end when the mic turns off or the cameras stop rolling.
 - Make sure to follow up with reporters so that they fully understand what your CEO is trying to communicate.
- ◎ Use **social media** to amplify your CEO's message and make sure it is reaching the right audiences.



Show Your Success

- ◎ Demonstrate to your CEOs and C-level officers the results you've earned and why your strategy was successful.
- Use qualitative and quantitative metrics to show the reach of your CEO's message.
- Provide clips in real time.
- Analyze the digital footprint:
 - ◎ **Impressions:** The number of times your posts/ads are displayed
 - ◎ **Click Through Rate (CTR):** The percentage of clicks on your posts/ads based on your impressions. $CTR = \text{Clicks} / \text{Impressions}$
 - ◎ **Conversion Rate (CR):** The percentage of your clicks and/or engagements that result in the action you were encouraging. $CR = \text{Actions} / \text{Clicks}$

Takeaways

01

Know what matters

Make sure that when you recommend your CEO works with you on PR that it is in line with his or her priorities.

03

Keep your CEO informed

Give your CEO the full back story and context before putting him or her in the public spotlight.

02

Keep it simple

Make everything as easy as possible for your CEO.

04

Maximize your CEO's impact

Be ready to follow up when your CEO participates in a press event or speaks with a reporter.

Thanks!

Any questions?

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