



# 8 Essential Skills Communicators Will Need to Thrive in 2014 and Beyond

@gregswan, SVP, Weber Shandwick



weber  
shandwick  
engaging. always.



# Expanding skillsets based on traditional roles in marketing, PR and strategic comms

## Measurable Objectives



## Content Strategy (Paid, Owned, Earned)



## Channel Expertise



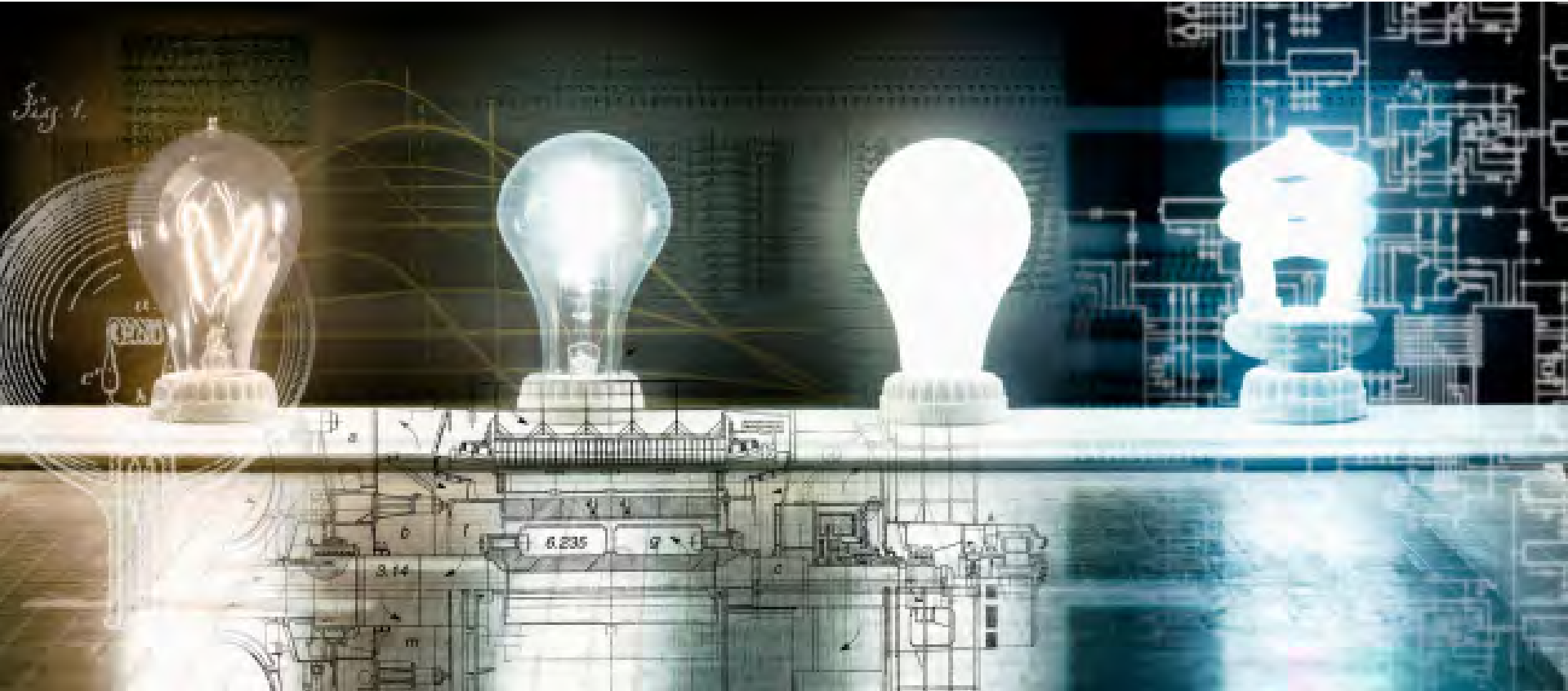
## Grassroots and Partners

8 Essential Skills  
Communicators  
Will Need to  
Thrive in 2014  
and Beyond



## 5. Be adaptive to change via a spirit of lifelong learning

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# Communicator Roles in 1994



# Communicator Roles in 2014



“Every really good creative person...whom I have ever known has always had two noticeable characteristics.

First, there was no subject under the sun in which he could not easily get interested — from, say, Egyptian burial customs to modern art. Every facet of life had fascination for him.

Second, he was an extensive browser in all sorts of fields of information.

For it is with the advertising man as with the cow: no browsing, no milk.”

-James Webb Young

A TECHNIQUE FOR  
**PRODUCING IDEAS**

BY JAMES WEBB YOUNG

1  
**GATHER MATERIAL**  
*specific & general*

INDEX/ORGANIZE DATA SCRAPBOOK

2  
**THINK**  
*make connections*

WRITE DOWN EVERY POSSIBILITY

3  
**RELAX**  
*mental break*

EXERCISE WATCH A MOVIE GO FOR A WALK

4  
**!**  
*idea appears*

WRITE IT DOWN

5  
**REWORK**  
*fine tune*

EXPAND/CONTRACT TO STRENGTHEN

*(via Pen and Oink)*



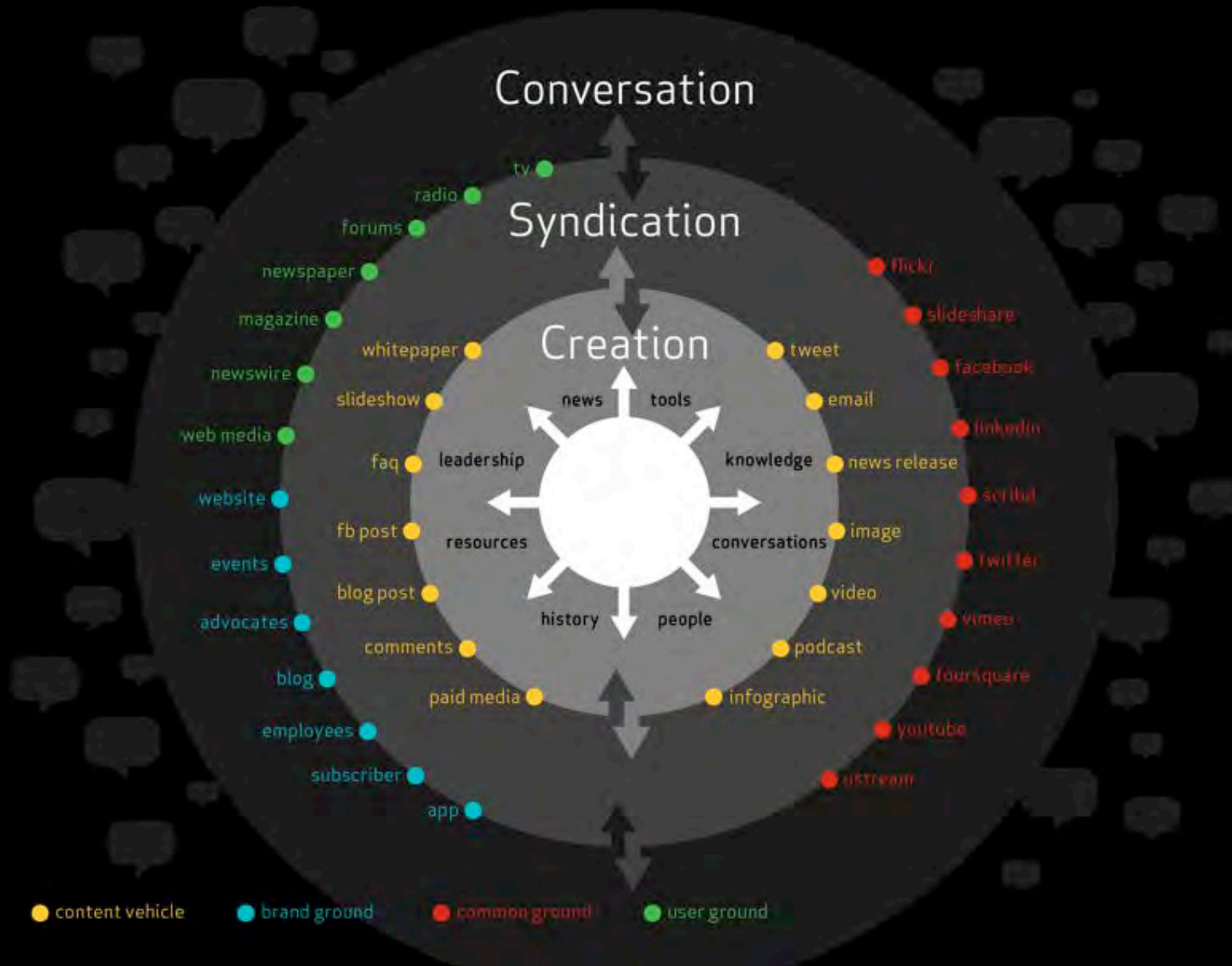
## 6. Possess a comprehensive knowledge of Content Strategy

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# Can you clearly explain and activate a content strategy?



# Content masters

Make content a sustained part of marketing and PR operations



# Media operations is now a management priority



## Content Vaults to No. 1 Marketing Priority for 2013

FEB 5, 2013  Print | Email | Free Newsletter


### Social media excitement wanes, as content marketing gains ground

Digital marketers have quickly seized on the importance of channeling resources to content marketing, according to the "Quarterly Intelligence Briefing: Digital Trends for 2013," report from [Econsultancy](#) and [Adobe](#).

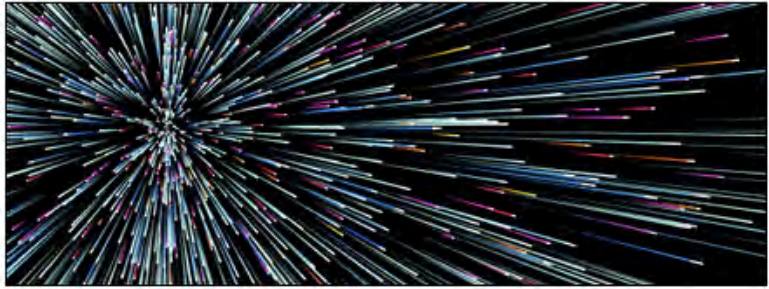
The report, which surveyed client-side marketers worldwide, found that content marketing had climbed to the top of the list of importance in terms of emerging digital trends, named as a top priority for 2013 by 39% of respondents. That compared with 29% in 2012. The other area to see a significant year-over-year jump was conversion rate optimization, which was named as a priority by 39% of respondents, compared with 34% the previous year.

Over  
**90%**

of marketers believe that content marketing will become more important over the next 12 months.




## HBR Blog Network



### Advertisers Should Act More Like Newsrooms

by [Baba Shetty](#) and [Jerry Wind](#) | 10:00 AM February 15, 2013

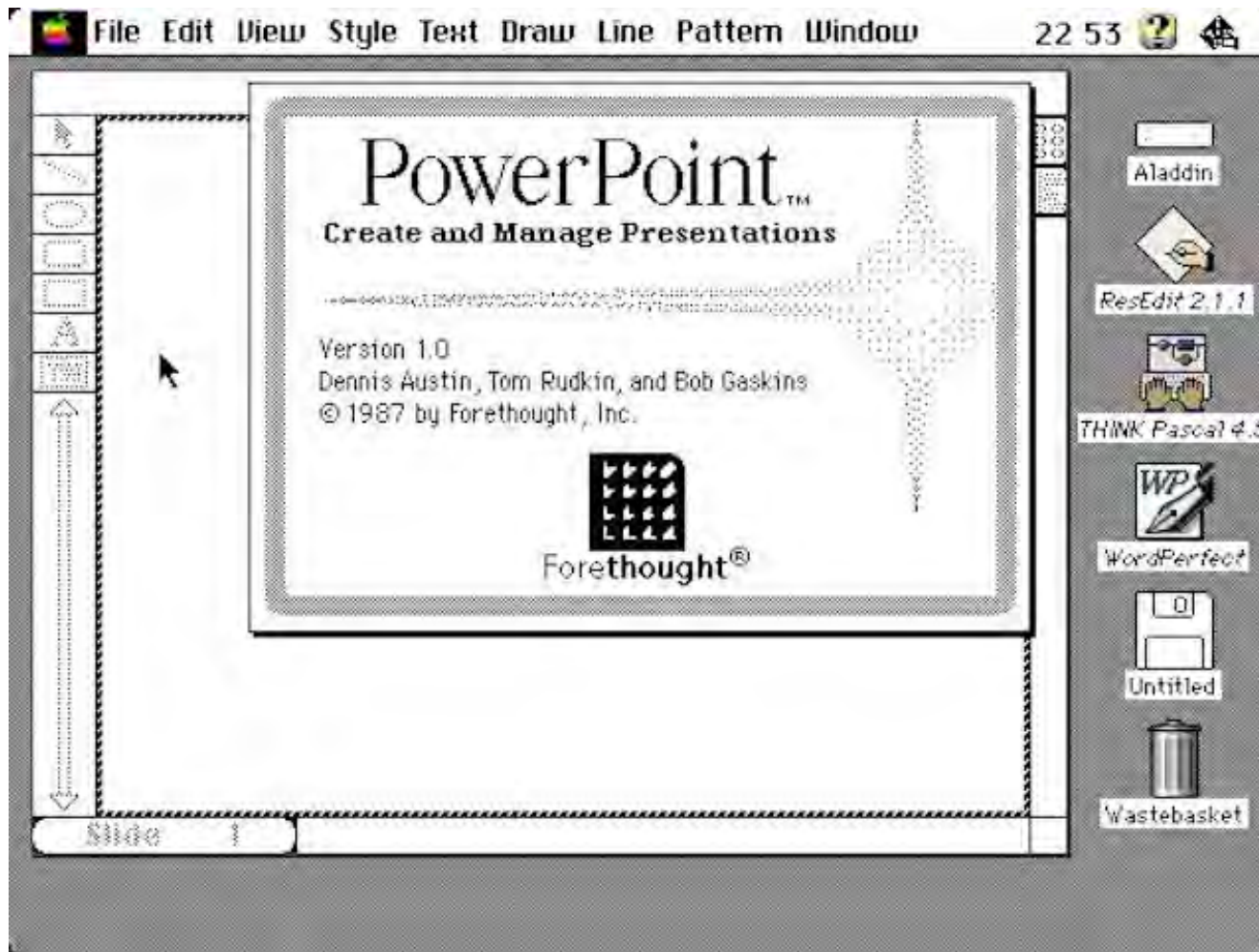
Comments (16) 

A fascinating thing happened at the Super Bowl this year. Typically, Super Bowl advertisers meticulously plan every aspect of their presence months in advance of the big game. But this time, Coca-Cola, Audi, and Oreo didn't just limit themselves to pre-packaged creative — they also had in place rapid response teams that adapted to events as they happened. So when the rest of America was reacting to the power outage in the stadium, **the brands were, too** — appropriately and in their own brand voice.

Recently, the [Wharton Future of Advertising Program](#) asked more than 175 industry leaders to describe their vision of what advertising would be like in the year 2020. Based on our analysis of the responses to the [2020 Project](#), the Super Bowl case isn't just a once-a-year stunt — it's a preview of a model that will scale and become a foundational characteristic of major brand



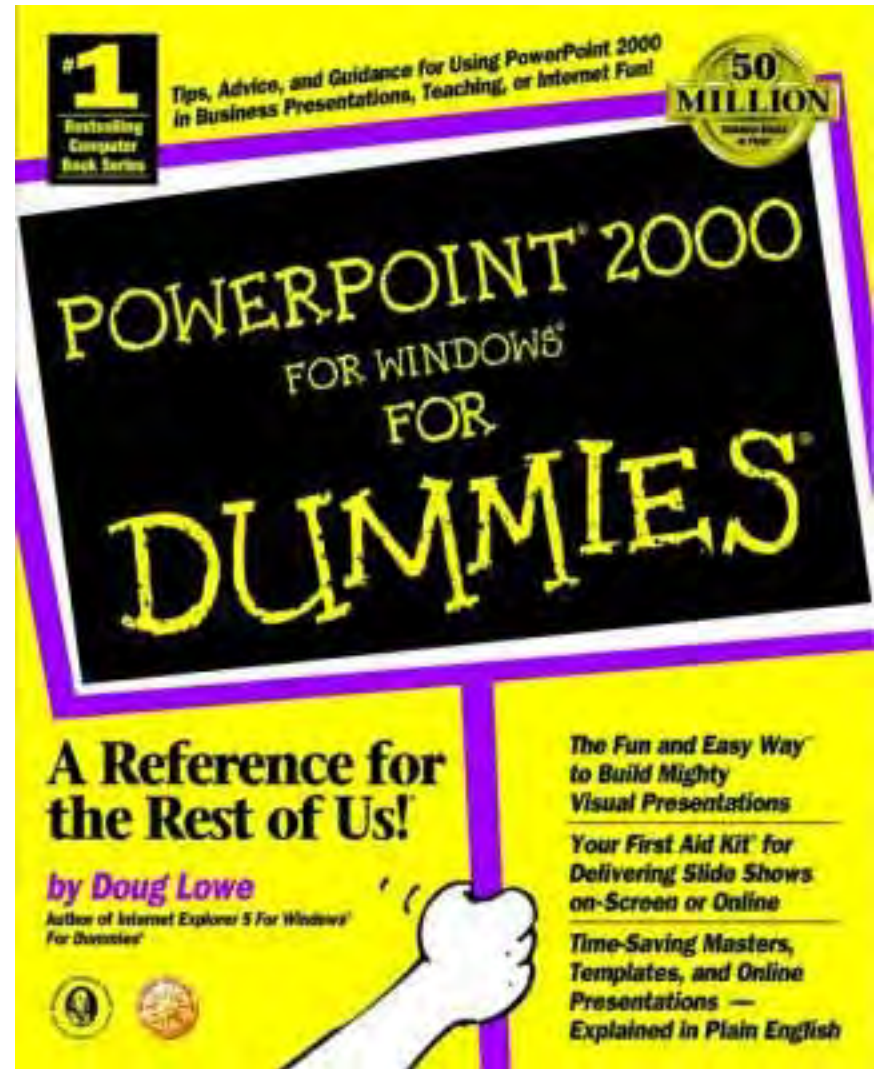
# 7. Be a master of the most important communications tool conceivable to modern man: PowerPoint



“PowerPoint is the Rodney Dangerfield of software.

It gets no respect.”

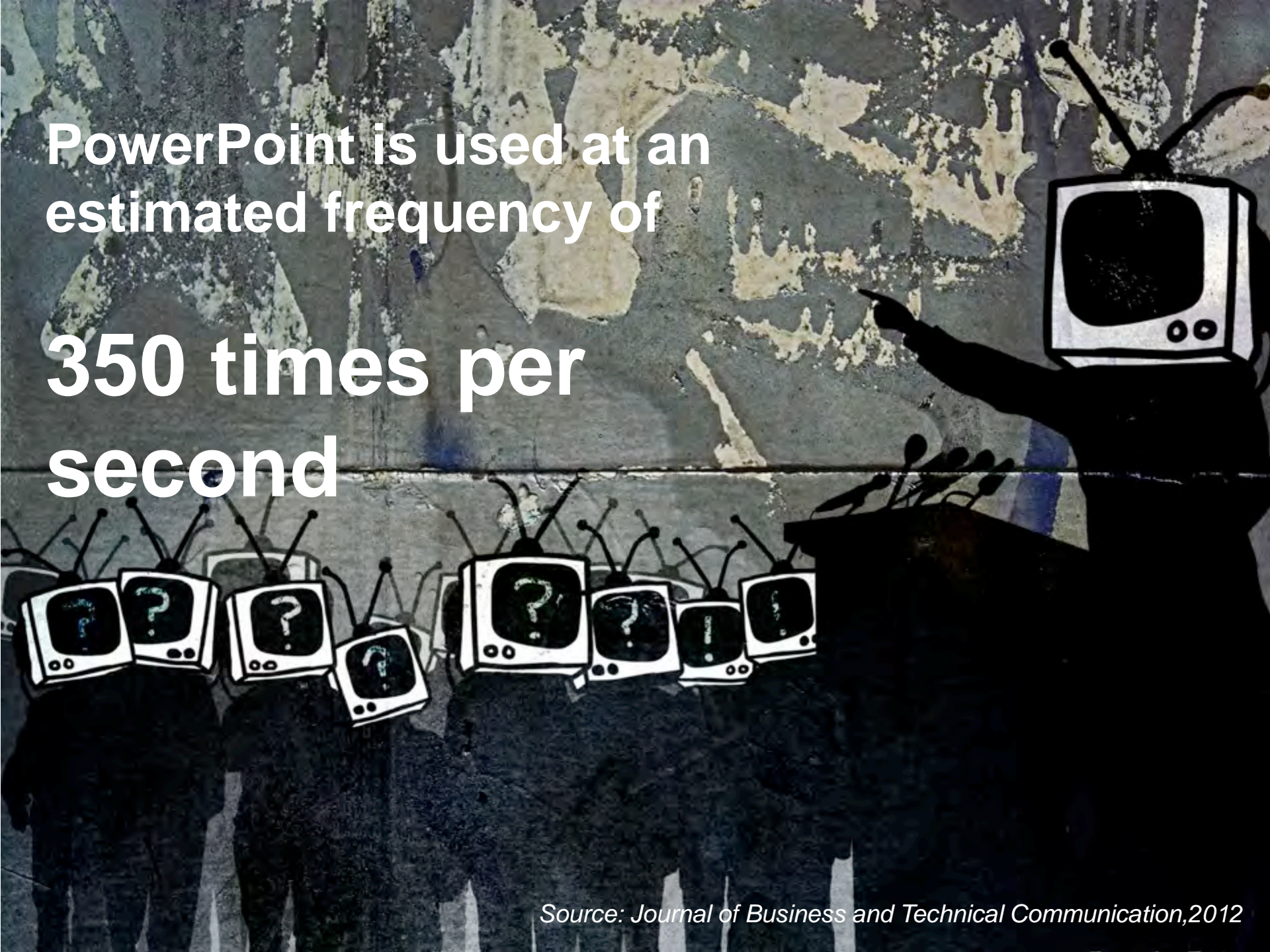
*-Ken Goldberg, Berkeley Engineering professor*





PowerPoint is used at an  
estimated frequency of

**350 times per  
second**







slideshare  
Present Yourself



PREVIOUS STORY

Galaxy Nexus ban: the full story

NEXT STORY

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CULTURE SCIENCE

252

COMMENTS

# CERN scientists inexplicably present Higgs boson findings in Comic Sans

By [Sam Byford](#) on July 4, 2012 04:56 am [Email](#) [@345triangle](#)DON'T MISS STORIES *FOLLOW THE VERGE*

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249K followers



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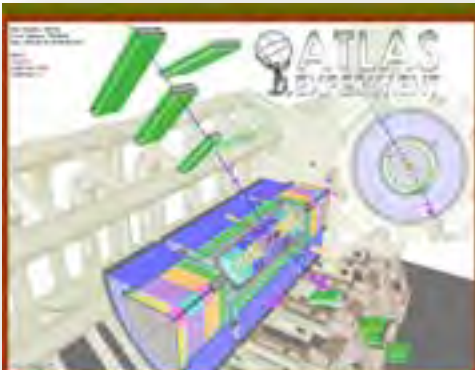
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PART OF THIS

STORYSTREAM

1





# Status of Standard Model Higgs searches in ATLAS

Using the full datasets recorded in 2011 at  $\sqrt{s}=7$  TeV and 2012 at  $\sqrt{s}=8$  TeV: up to  $10.7 \text{ fb}^{-1}$

Fabiola Gianotti (CERN), representing the ATLAS Collaboration





***In the Name of ALLAH, the Most  
Compassionate, the Most Merciful***

**Why Enrichment is an  
Inalienable and Chartered  
Right under the NPT?**



Why Site is Called BlackSportsOnline Groupie Tales Scandalous Photos Sports Mugshots Pretty Ladies Send Us Your Scoops

Uncategorized

# The New York Knicks PowerPoint Presentation To LeBron James Leaked

22

by Robert Littal | Posted on Monday, July 5th, 2010

## How market and franchise affect personal brand value

	New York Knicks	Cleveland Cavaliers	Chicago Bulls	Miami Heat
Potential value of winning a championship	\$236.77m	\$183.77m	\$112.31m	\$78.82m
Lifetime value Average	\$983m	\$699m	\$689m	\$596m
Lifetime value Minimum	\$460m	\$379m	\$398m	\$377m
Lifetime value Maximum	\$1,940m	\$1,176m	\$1,233m	\$956m
Lifetime value of \$1 billion Probability	48.6%	1.3%	1.0%	0.0%
Impact on income Player image	4%	3%	3%	3%
Impact on income Basketball performance	49%	32%	31%	22%
Impact on income Market	15%	1%	2%	1%
Impact on income Franchise	36%	12%	8%	3%



### "How Men Lose Belly Fat"

Cut down a little bit of your belly fat each day using this 1 tip. [Read More...](#)



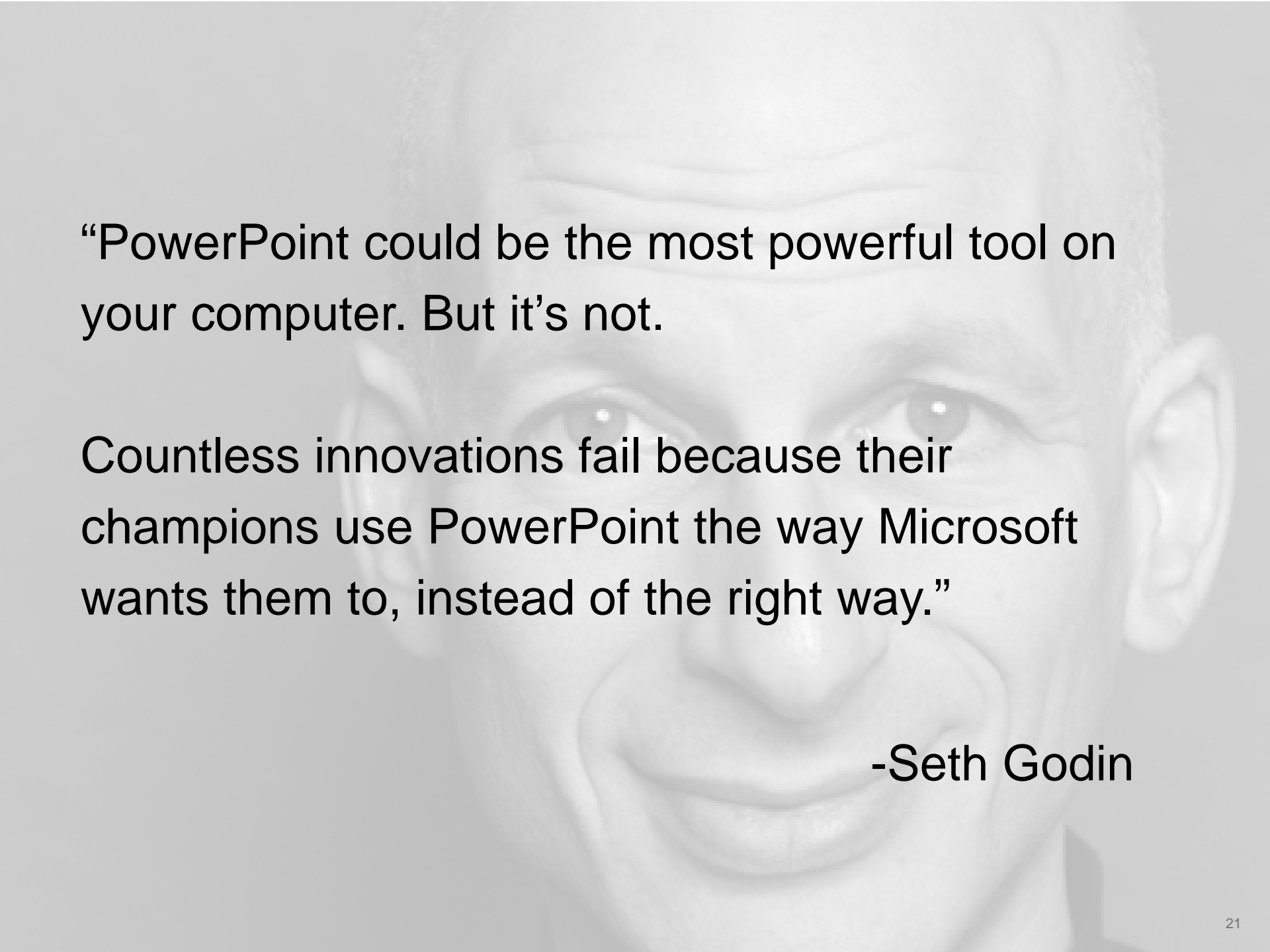
### Shocking New Steroid Alternative

Muscle Supplement Causing Controversy Over Being Steroid Alternative. [Read More](#)









“PowerPoint could be the most powerful tool on your computer. But it’s not.

Countless innovations fail because their champions use PowerPoint the way Microsoft wants them to, instead of the right way.”

-Seth Godin

## 3 Things Every PPT Should Have:

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1. Story arc
2. BIG visuals
3. Context, not Content



8. #UNPLUG

*CC: @Ms Pxl*



- 52% have taken or considered taking a "vacation" from social networking in the past year
- 56% experience anxiety as a result of missing an important event or status update if they don't monitor their social networks





**“Idleness is not just a vacation, an indulgence or a vice; it is as indispensable to the brain as vitamin D is to the body, and deprived of it we suffer a mental affliction as disfiguring as rickets.**

**The space and quiet that idleness provides is a necessary condition for standing back from life and seeing it whole, for making unexpected connections and waiting for the wild summer lightning strikes of inspiration — it is, paradoxically, necessary to getting any work done.”**

**The Busy Trap, *The New York Times***



# Employees Who Detach From Work Outside the Office

- 1 Report higher levels of psychological well-being than employees who remain mentally attached to their work.
- 2 Experience higher job performance, from basic tasks to addressing problems and identifying solutions.
- 3 Are less tired and more creative on a day-to-day basis.
- 4 May be less likely to experience psychological strain in response to stressful work situations, such as high-pressure deadlines or crises.







## 5 KEY TIPS TO STAY MOTIVATED

**1**

Establish clear physical and mental boundaries between work and private life.

**2**

Give yourself (and your team) permission to be offline on evenings and weekends.

**3**

Set an out of office reply email that encourages recipients to call if it's important.

**4**

Don't go overboard. Develop systems to stay abreast of news without 24/7 monitoring.

**5**

Take regular, unplugged breaks or vacations with no apologies.



Thank you -- @gregswan

