

Arthur W. Page

ARTHUR W. PAGE SOCIETY

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BUSINESS ACUMEN



KEY SESSION TAKEAWAYS

Corporate communications strategies rely on more than an understanding of communications. Communicators need to not only understand the business, but also effectively engage and partner with various stakeholders that affect outcomes.

Before communicators can join other stakeholders at the table, or navigate complex relationships within and outside the organization, they have to speak the same language. They must demonstrate that they understand what the broader desired business outcomes are and how communications can be used as a tool to help deliver.

The communications landscape is evolving rapidly, due in part to technology. Emerging markets present new challenges to corporations that must be increasingly responsive to global variables. The communications role is in a unique position to help companies navigate these challenges by working with others within the organization to implement the changes needed for the organization as a whole to be successful.



FUTURE LEADERS EXPERIENCE

PARTICIPANTS

Colleen Beauregard Waggener Edstrom Worldwide	Jean Niemi The Home Depot
Kaveri Camire IBM Sales & Distribution	Leslie O'Connell Northwestern Mutual
Mike Cummins Sara Lee Corporation	Jessica Pantages Nielsen BAE Systems plc
Dave DeCecco Pepsi Beverages Company	Holly Potter Kaiser Permanente
Alex Dudley Time Warner Cable	Emily Pukala Allstate Insurance Company
Bret Gallaway USAA	Blythe Reiss APCO Worldwide
Vanessa Garcia-Brito MARS FOOD	Linda Rutherford Southwest Airlines
Tara Herberth Kaiser Permanente	Melissa Schoeb Occidental Petroleum Corp.
Renée Horne FedEx Corporation	Anthony Surratt Time Warner Cable
Lauren Kostas Gagen MacDonald	Chris Talley USAA
Chris Kuechenmeister Frito-Lay North America	Donna Uchida Kaiser Permanente
Erin Kurtz Thomson Reuters	Sandra Waite Alcon
Lynn Mann Michelin North American	Jennifer Wasmer Xerox Corporation
Ethan McCarty IBM	

The difference between business acumen and "literacy" is huge.

It is critical to know the business, speak the language of business and gain credibility as a business leader, not just as a communicator.

Communicators need to be business people first, and communicators second. We need to look at the broader outcomes for the organization and then see how communications can help achieve them.

Communicators must

- ▶ Help change the company and lead it in the right direction
- ▶ Build relationships to affect policy
- ▶ Know their strengths and find partners when they need to
- ▶ Take the "right risks"
- ▶ Be able to tell a persuasive story
- ▶ Advocate in a language that works

The future business climate will

- ▶ Require greater speed in responding to issues that impact business
- ▶ Emphasize the importance of the China and India markets
- ▶ Involve varying ethical standards in some markets



CONVENERS & STAFF

David Samson Chevron Corporation	Richard Kline Occidental Petroleum, Retired CCO
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Sean Fitzgerald Ketchum	Jerry Swerling USC Annenberg School for Communications
Jerry Giaquinta USC Marshall School of Bus.	

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Dana Perino Dana Perino and Company
Dan Schnur USC Unruh Institute of Politics
Don Spetner Korn/Ferry International
Joe Trippi Political Strategist

GUEST SPEAKERS

For more information about this Arthur W. Page Society Future Leaders Experience session, including video about the session's learnings, please visit www.awpagesociety.com.