

***"It is becoming increasingly important for Corporate Communications to serve as an internal business resource. It's not just about communicating the actions of the enterprise; it's about using communications to help the enterprise succeed."***

*– Fortune 500 CCO\**

Long term success for today's senior corporate communications executives requires a proven ability to deliver innovative communications programs that help advance strategic business plans, achieve company goals, and build overall corporate reputation.

A key factor toward realizing this success is ensuring that the overall corporate communications function is appropriately structured and focused on producing meaningful business outcomes. Findings from a global survey of chief communications officers (CCOs), jointly commissioned by Weber Shandwick and Spencer Stuart, identified organizational structure and inter-departmental working relationships as critical indicators of the effectiveness and impact that CCOs and their teams make on their organizations' reputations.

Weber Shandwick can help chief communications officers and other senior corporate leaders assess and enhance the operations and deliverables of their organization via its CorpComm Optimizer™. A service offering within Weber Shandwick's Corporate practice, the CorpComm Optimizer is a proprietary, consultative approach for analyzing, benchmarking and refining the performance of corporate communications departments and ensuring that operations are optimally aligned to drive business strategy forward and build corporate reputation.

### **Our Corporate Practice**

Weber Shandwick's Corporate practice helps clients succeed in a communications environment that demands transparency, rewards reputation and reacts ruthlessly when faith in either is threatened. Our practice experts work closely as corporate advocates for their clients, communicating their messages, strengthening their reputations and overcoming their business challenges. The team's expertise encompasses the full range of corporate communications for organizations of all sizes and industry sectors: automotive, biotechnology, financial services, food and beverage, pharmaceuticals, technology and telecommunications, travel and leisure, and utilities.

Using the power of proprietary assessment tools, the CorpComm Optimizer evaluates five essential performance dimensions and delivers recommendations for maximizing corporate communications effectiveness and efficiency. CorpComm Optimizer answers five important questions:

1. **Is corporate communications supporting and driving overall business strategy forward?**
2. **How is corporate communications perceived and valued within the organization?**
3. **Is the corporate communications function optimally structured?**
4. **Are the right skills represented on the corporate communications staff?**
5. **Is the function adequately resourced given the size and scope of the business?**

### **CorpComm Optimizer Deliverables**

To help companies get the most value from their corporate communications organizations, CorpComm Optimizer identifies strengths and areas for enhancement for clients. Deliverables include:

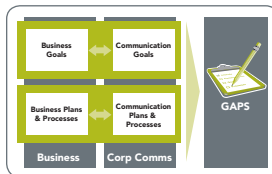
- Detailed report of findings and recommendations
- Comprehensive presentation
- Strategic counseling

For more information about Weber Shandwick's **CorpComm Optimizer**, please contact:

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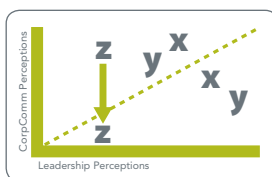
## CorpComm Optimizer Performance Dimensions



### Alignment with Overall Business Strategy

Our *Business Strategy Alignment Index* ensures that company and business

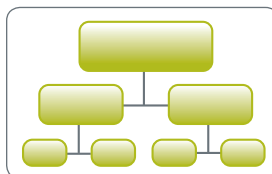
goals are aligned with corporate communications plans and processes to determine how corporate communications can more effectively contribute to the strategic planning process.



### Organizational Value and Expectations of Corporate Communications

Our *Perception Review* assesses the views and

perceptions that other senior corporate executives hold for corporate communications. This baseline helps to determine if expectations are met, exceeded or missed, and informs approaches for increasing the value and deliverables of the corporate communications function.



### Corporate Communications Operating Structure

Our *Operating Structure Assessor* reviews the overall organization of the function,

key reporting and working relationships, support of and interaction with other corporate departments and business units, and existence of centers of excellence to deliver specific services to the enterprise. The operating structure also is compared to best practice examples of other corporate communications organizations and operating structures.

Your Proficiencies	
Business acumen	✓
Social Media	
CSR	✓
Etc.	

### Corporate Communications Skill Set

Our *Skill Set Evaluator* reviews the corporate communications skills

inherent in a company's organization and relates them to the proficiencies needed by today's high-performing corporate communicators. Such proficiencies include executive visibility, internal communications, CSR, media relations, crisis and issues management, internal communications, public/government affairs, online/social media relations, competitive monitoring, corporate reputation, and risk management. In addition to assessing existing and required skill sets, Weber Shandwick reviews current services and activities to assess if this work is task-oriented or more strategic and value-focused. The firm also looks at how staff members stay atop evolving communications strategies and technologies, and presents recommendations for designing professional training programs to help staff members develop and enhance skills required in today's communications environment.



### Corporate Communications Resources

Our *Resources Appraisal* is a two-phased approach that centers on evaluating current

resources, such as staffing, operating budgets and external agency support. The first phase ensures that corporate communications has the appropriate level of resources for its scope of responsibility. The second phase is a review of resources relative to similarly sized peer organizations.

*"...the traditional head of Corporate Communications has moved **from a tactical to a strategic role** in a very real sense because of the prevalence of the media and the 24/7 nature of it."* – CEO (from Arthur W. Page Society's "The Authentic Enterprise")