

5 Key Skills for Next-Gen Communicators

The following quotes are from three communications experts who participated in the "How To Stay Relevant as a Communications Executive in 2020" webcast.

Powers of Persuasion

"Getting the approval and buy-in you need takes creativity, it takes chess-like strategic thinking, but it's one of those things that isn't a matter of using an app."

- Graeme Harris, CEO of Strategic Profiles Management

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Use Data to Tell a Story

"As our social, traditional, and new media all give us greater ability to measure, that type of interpretation and insight is going to be one of the critical skills that we all need to develop and strengthen going forward"

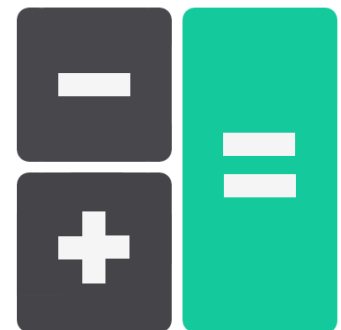
- David Chamberlin, SVP and CCO of Sonicwall

Adaptability and Problem Solving

"I don't think having a playbook - one way that you think works - that kind of mentality is going to make you a successful business partner. Be adaptable to the strengths of your leadership, their priorities, and what works for them."

- Bill Price, VP & CCO of Zoetis

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Empathy

"People don't always express themselves directly...you have to have a level of empathy that allows you to interpret that signal the CEO is sending you and come up with a solution. It's a skill you learn overtime dealing with people. For some it's innate, while some people need to learn it."

- Graeme Harris

Diplomacy

"Being able to understand the allies you need to get before a meeting, who you need to pre-brief, how to manage egos and get people behind something when you're not the final decision maker - that sense of diplomacy and how you get people to embrace an idea is an important soft skill."

- Bill Price

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