



CEO & Management Positioning

A CEO's reputation influences 45 per cent of their company's reputation. Ninety-five per cent of analysts say they recommend buying stocks based on the CEO's reputation. If well managed, a CEO's reputation represents a tremendous asset to the company.

akkanto has developed a proprietary approach to improving the 'positioning' of CEOs or other management members in relation to political stakeholders ('who are they?', 'how to reach them?'), journalists, 'key opinion leaders' and/or internally within the company.

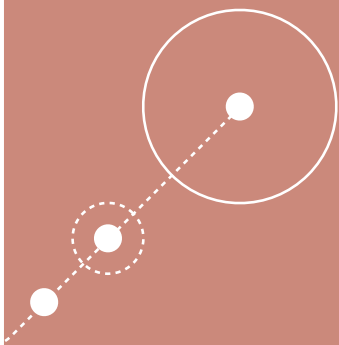
Depending on the CEO's and the company's objectives, as well as the CEO's personality or personalities of other management members, we make a selection of the 'places to be', we identify speaking opportunities in different locations or institutions in order to enable them to share their vision and key messages in the best possible way.

Ensuring your company's strategy is known, understood and accepted by stakeholders

akkanto has designed a specific step-by-step process:

- > Define key messages
- > Evaluate the actual positioning using 'Media Audits' [for more details, read the one pager on Media Audit] or 'Key Stakeholders Audits'
- > Maximise relationships with key stakeholders
 - Public affairs: define the main political stakeholders who should be contacted and specify how to approach them and meet with them, and determine the content of the message to be delivered
 - 'Key Opinion Leaders' & potential ambassadors: identify main opinion leaders (CEOs, deans of universities, leaders of think tanks, NGOs, regulators, etc.)
 - Internal stakeholders: identify ambassadors within the company, determine messages that need to be delivered and define how to deliver them
 - Media: manage media relations, determine the key journalists to know or contact, etc.





- > Maximise presence & visibility (building a network)
 - 'Passive' presence: a list of 'places to be' can be established, depending on the CEO's or management member's personality and priorities
 - Presence in the media: selection of media opportunities in order to increase the CEO's or management member's 'recognition'
 - 'Active' presence: a selection of speaking opportunities or initiatives, in order to make the message audible.

- > Track the evolution of the CEO's/ management members' positioning.

Who benefits from CEO and Management Positioning?

- > CEOs of companies/institutions/ associations/federations in Belgium
- > Management members of companies/ institutions/associations/federations in Belgium
- > Communication directors

For more information, please contact:

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To ensure you have the latest version, please check our website: www.akkanto.com/our-expertise/media-relations. You will also find testimonials from companies who have benefitted from our CEO and Management Positioning approach, as well as information about the akkanto consultants who lead it.

