Authentic Executive
A Product of FleishmanHillard

Executive Positioning Solution

Gone are the days when a simple speaker's circuit and some corporate boards were the backbone of an executive visibility program. Today's executives are expected to be the chief communicators for their organizations. So we created an Executive Studio that reflects the personality, style, and the subject matter appropriate for the specific individual.

In the Authentic Executive solution, we:

Positioning efforts for authentic leaders must reflect the personality, style, and the subject matter appropriate for the specific individual.

- Focus an executive's efforts by creating a unique platform that takes into account the competitive environment, the business goals and the individual's own style and personality

- Amplify the executive's efforts with an action plan using "surround sound" PESO channels. When appropriate, we also engage the full executive team to tell a complete leadership story and bring a variety of voices to the overall corporate narrative.

- Mentor, measure and refine for the highest impact. Whether this is personalized training or a dashboard to measure efforts of the full executive team, we use a combination of coaching and data to make continuous improvements.

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We deliver a full Executive Studio experience, including:

- Landscape analysis with an overview of industry issues, media hot buttons and what the executive's competitors and peers are saying

- Message pillars built around FleishmanHillard's proprietary Nine Drivers of Authenticity that differentiates the company and the executive and are tied to business goals

- The Stellar Communicator assessment, which helps business leaders identify their natural communication styles and leverage them to their internal and external advantage

- An Activation Plan that is tied to the business goals and based on a thought-leadership platform that demonstrates expertise and success and creates value for key stakeholders

- Timeline for building engagement with increasingly aggressive and ambitious programming

- Individualized training and post-training resources

- Ongoing program metrics reporting

Activation Plan
- Tied to the business goals

Platform Development
- Content
- Context
- Style

Measure, Mentor, Refine

Amplify
- Live, In-person with executive
- PESO channels
- Through other leaders

FOCUS **AMPLIFY** **IMPACT**

Reputation Management

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