

# GAP

BRIDGING VS CREATING  
CAPABILITIES



“It is not the  
strongest of the  
species that  
survives, nor the  
most intelligent,  
but the one most  
responsive to  
*change.*”

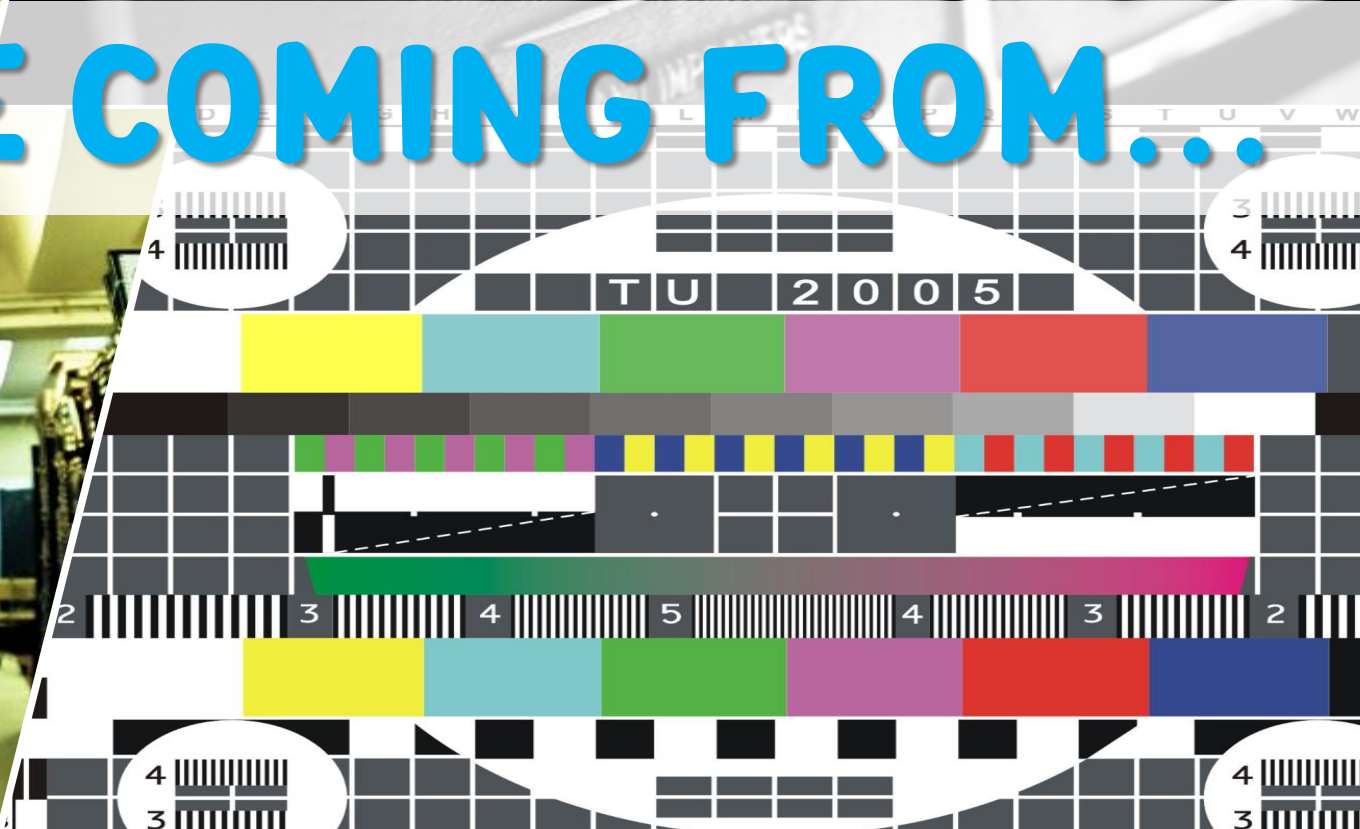
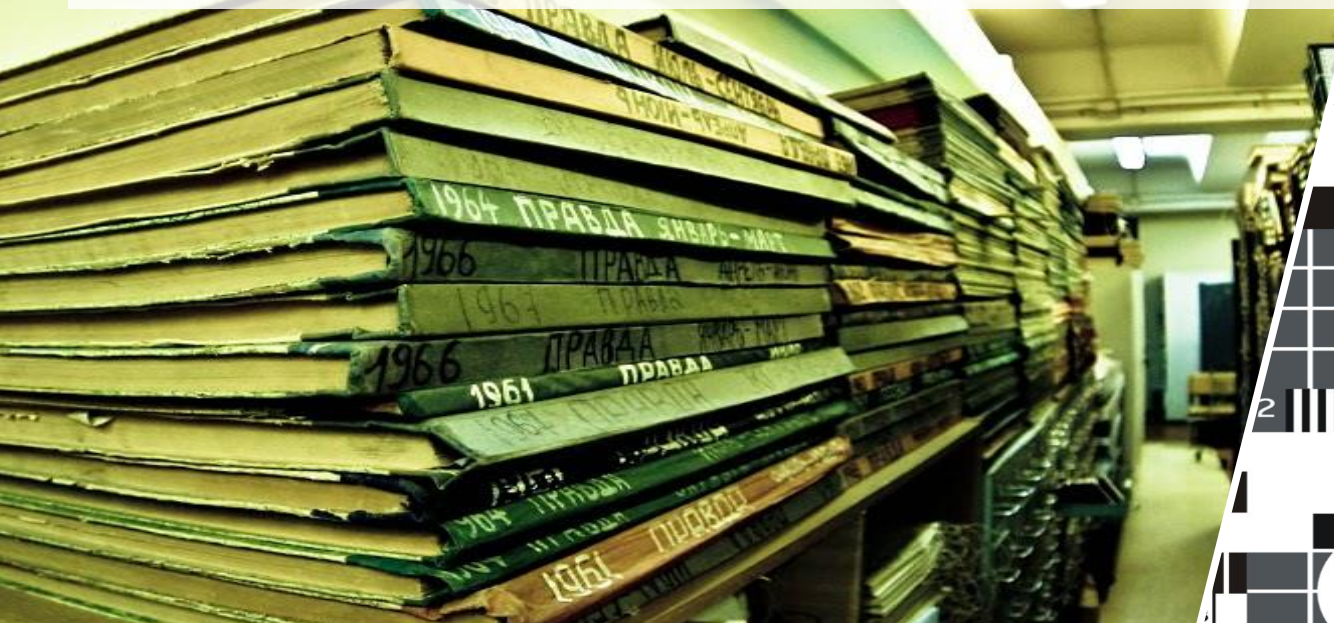
~Charles Darwin, 1809







WHERE WE ARE COMING FROM...





# OUR PAST:

SAFEGUARDING THE BUSINESS' TODAY



**TOP SECRET**





“

THE FUTURE  
AIN'T WHAT IT  
USED TO BE

—YOGI BERRA

”







# YESTERDAY

'EDITING' PAST AND PRESENT  
OF THE ORGANIZATION AS SEEN  
FROM OUTSIDE

TRYING TO LIMIT THE ACCESS TO  
CORPORATE INFORMATION FOR EXTERNAL  
(AND INTERNAL!) AUDIENCES

'MONOPOLIZING'  
THE CORPORATE VOICE AND OPINION

BEING AN EXECUTIONAL ARM  
OF INTEGRATED MARKETING  
COMMUNICATIONS

# TODAY

USING THE INFLUENCE TO TRANSFORM  
FUTURE OF THE ORGANIZATION  
FROM INSIDE

ACCEPTING A FACT  
THAT ANY INFORMATION  
IS ACCESSIBLE

CHANNELING  
THE VARIETY OF VOICES AND FACES  
OF THE ORGANIZATION

BEING AN INTEGRAL PART  
OF STRATEGIC LEADERSHIP

## Significance of barriers to change, industries overall

Share of respondents reporting barrier, %



Source: Future of Jobs Survey, World Economic Forum.

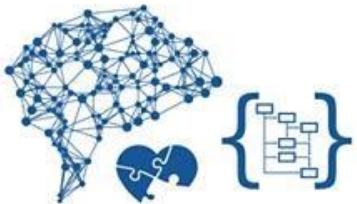
Note: Names of barriers have been abbreviated to ensure legibility.



# Top 10 skills

## in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility



## in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



**TO WHAT EXTENT THOSE TOP  
CRITICAL SKILLS ARE BEING  
CURRENTLY INTEGRATED TO  
COMMUNICATIONS AND PUBLIC  
RELATIONS AREAS OF EXPERTISE?**



**ARE WE READY TODAY**  
**– AND DO WE HAVE CAPABILITIES TO:**

- **HELP OUR LEADERS AND TARGET AUDIENCES TO 'UNLEARN' AND DROP SOME STEREOTYPIC PATTERNS IN COMMUNICATIONS?**
- **LET CORPORATE COMMUNICATIONS DRIFT AWAY FROM 'COMMONPLACE' TO 'INDIVIDUAL', DE-AVERAGE AND DE-STANDARDIZE STORYTELLING?**
- **MAKE THE ORGANIZATIONS AND BRANDS UNLOCK THEIR BIGGER PURPOSE AND BRING THE BUSINESS CASE AND REAL VALUE UP FROM SHORT-TERM TO LONG-TERM?**



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