



Local relevance, Global Presence

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Globalization or glocalization?



- Globalization is about “more and more people and places getting connected”.
- Companies are not anymore dealing with isolated consumer but with “empowered individual“ (i.e.informed + networked)
- Impact of globalization is uneven depending on the segment of industry you are in and the place where you are.

3.0 Communications – one size does not fit all



- Some companies still prefer to stick to a one country/ one man model, many experiment with different cluster models.
- Cluster organisation (whatever it is) involves some risk of corporate communications missing the „local touch“.
- In any cluster structure there is a growing need to manage interfaces between clusters (not only inside).
- Key markets (often G20) are usually well covered, satisfactory solution for smaller markets is still missing.

Keeping control – or consistency?



- Key issue today is how to keep consistency in messages we need to deliver in a fast developing environment through multiple channels to very diverse stakeholders.
- It is key to give more autonomy and trust but also more support to communicators in place, find a right mix of people and invest into their alignment based on values.
- It requires consistency in delivery, better teamwork, focus and discipline, clear distinction between core message and local flexibility.

3.0 Communicators



- Proactive and engaged – able to deliver the same message through different social networks and environment, sense of common purpose and compromise.
- Able to act with high autonomy and independence, to avoid „local myopia“ - with a clear consciousness of wider, global context.
- Aligned with company values, respected person with high moral integrity.