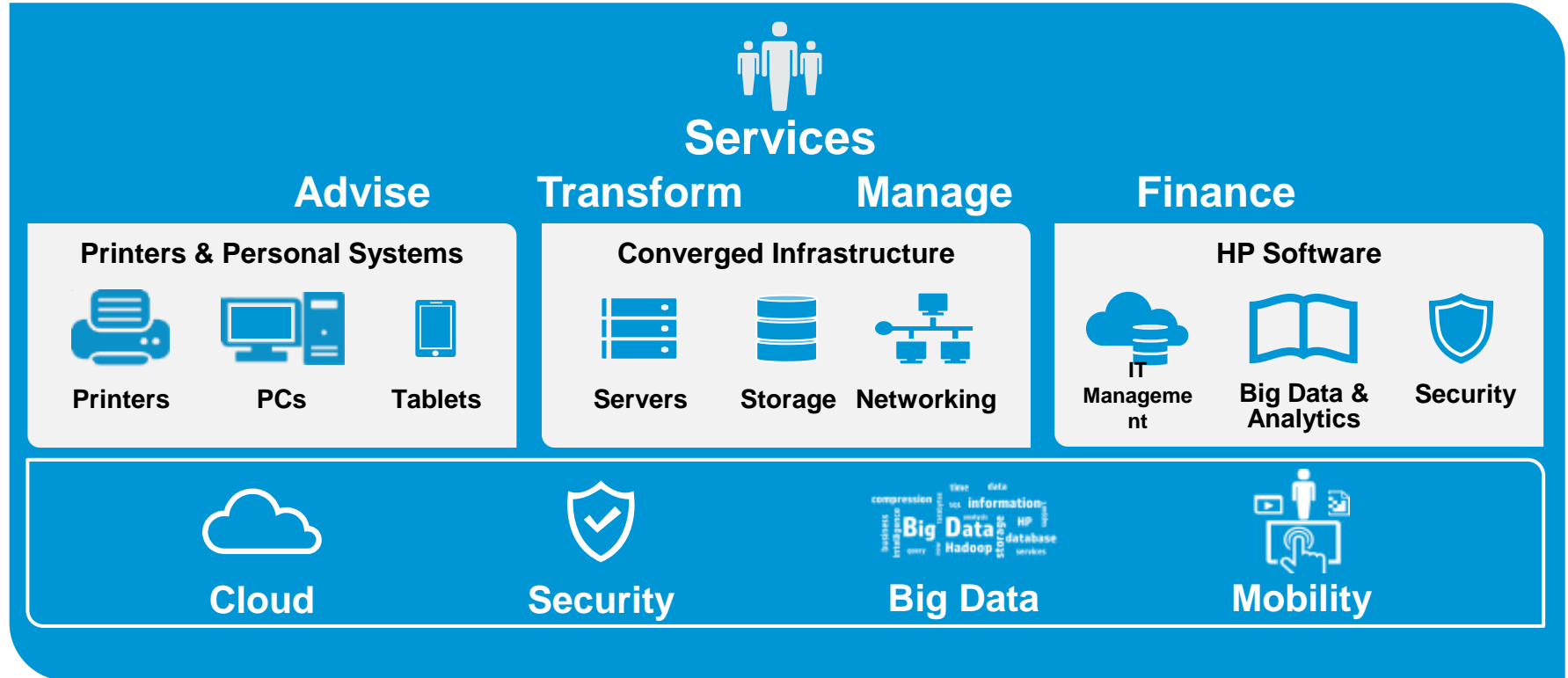




HP is one of the world's largest technology company, delivering innovation in printing, personal computing, software, services, and IT infrastructure.



# HP Portfolio





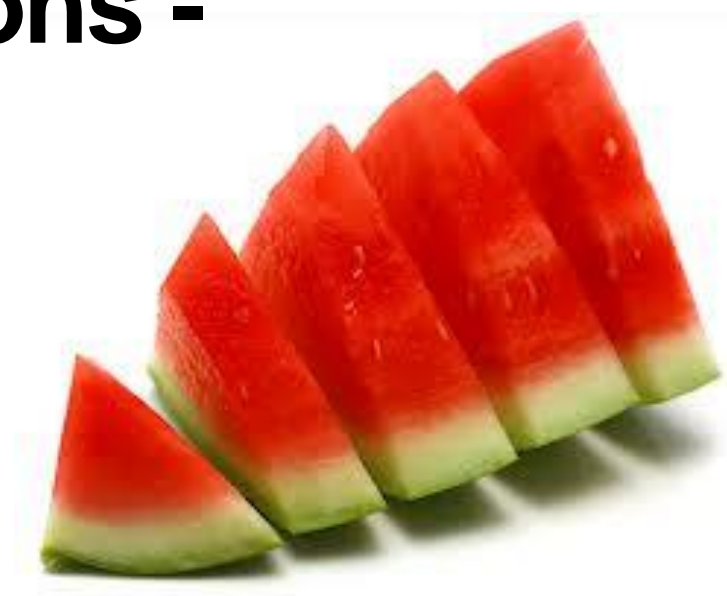
# Global Communications - Local Trust

Senta Cermakova

Director WW Customer Reference Services

Hewlett-Packard Corporation

October 4, 2013; Forum Davos, Prague



**Communication is what leaders do before, during and after decisions. It is how they achieve results. It is how they inspire us.**

**Kevin Murray [2]**

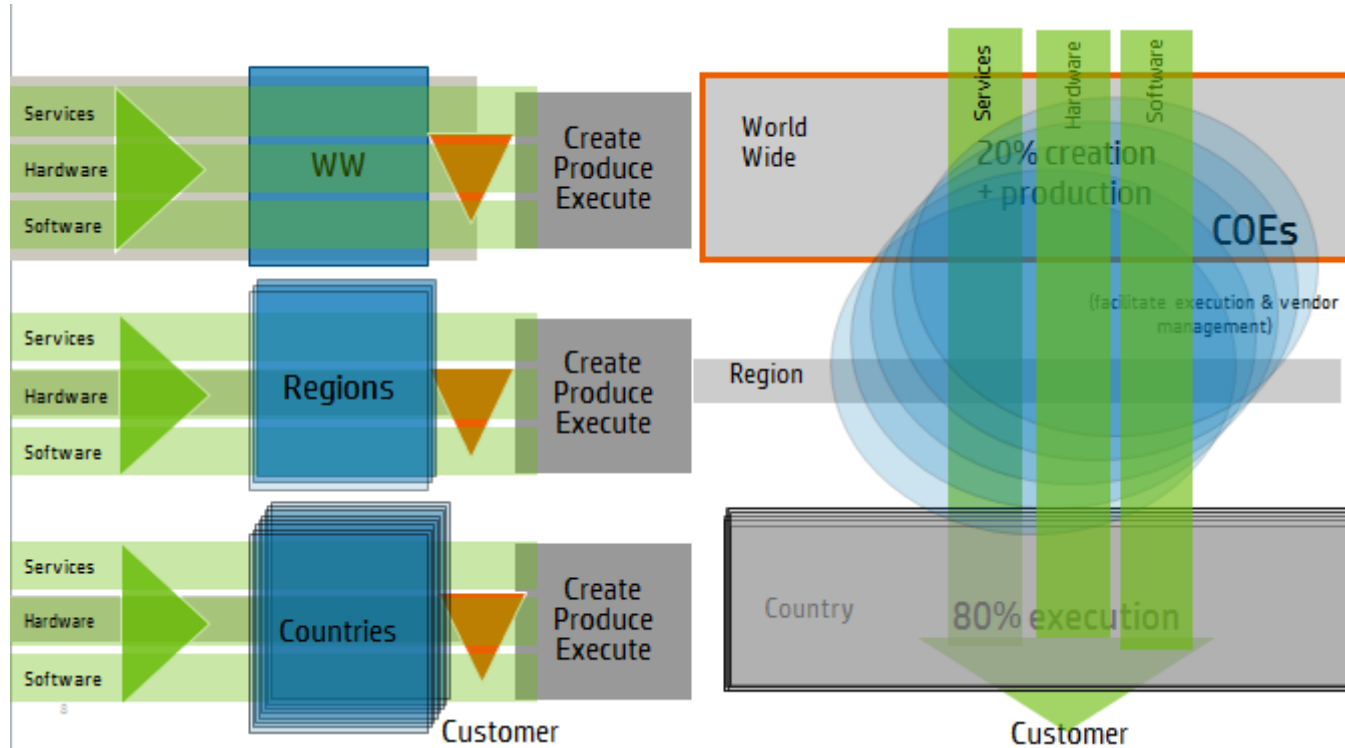


# A Radical Communication Shift





# Need for Change



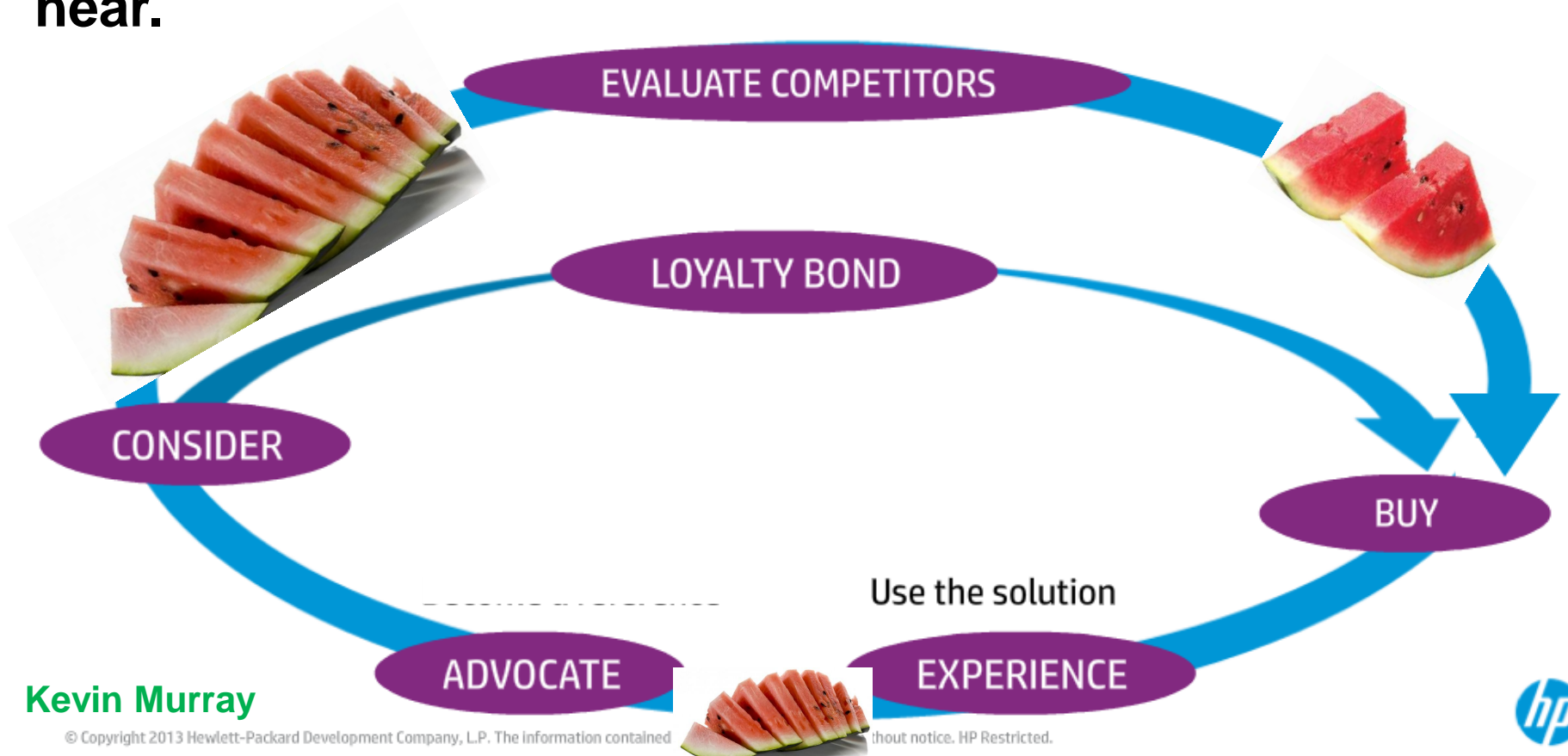
# The biggest changes in Communications:

- Digital content
- Ownership
- Transparency & Authenticity
- Trust
- Influence & Advocacy





# Customer Journey - It's not what you say, it's what they hear.



Kevin Murray

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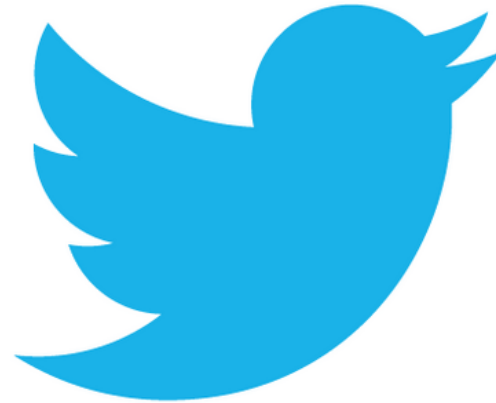


# Digital Content



## Twitter puts Brands, Companies and Individuals at the same level.

- Shifting patterns of influence,
- Consumers and citizens have been empowered by internet and digital communication.



If the news is that  
important, it will find  
me.



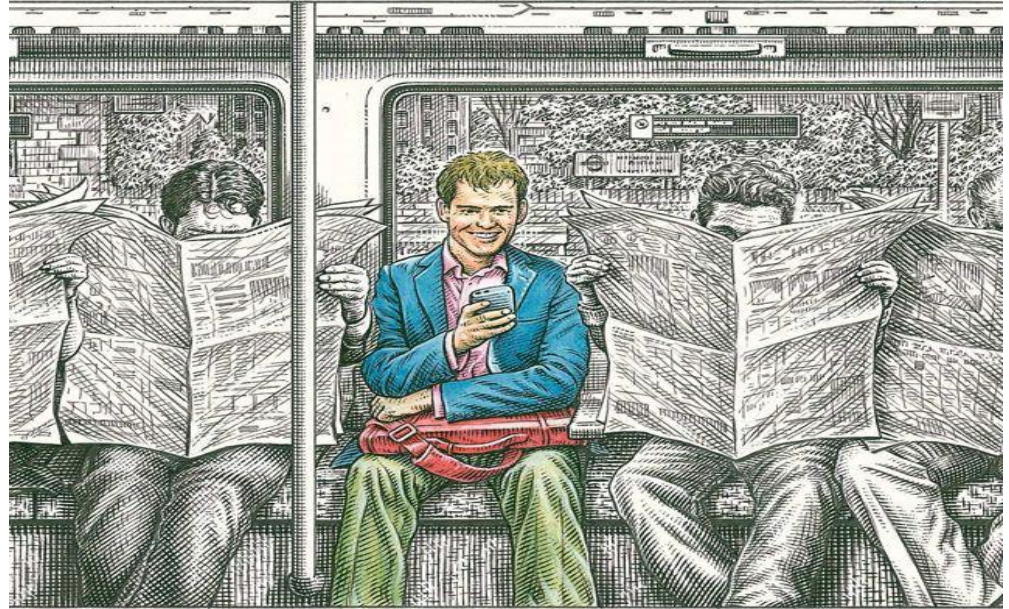
# Ownership



# Ownership

“Old” media are a lecture.

“New” media are a conversation.



# Transparency & Authenticity



# Transparency & Authenticity

**Life in the fishbowl means that the communication needs to be authentic and with a clear POV.**

**Radical transparency of the world and great uncertainty – needs radical thinking**





# Trust



# Trust

1/5





Communication from the top is the icing. The real substance is in the countries. Too much icing, without the cake, could make you ill.

# Trust

3/5

**Reputation is the  
catalyst of growth.**

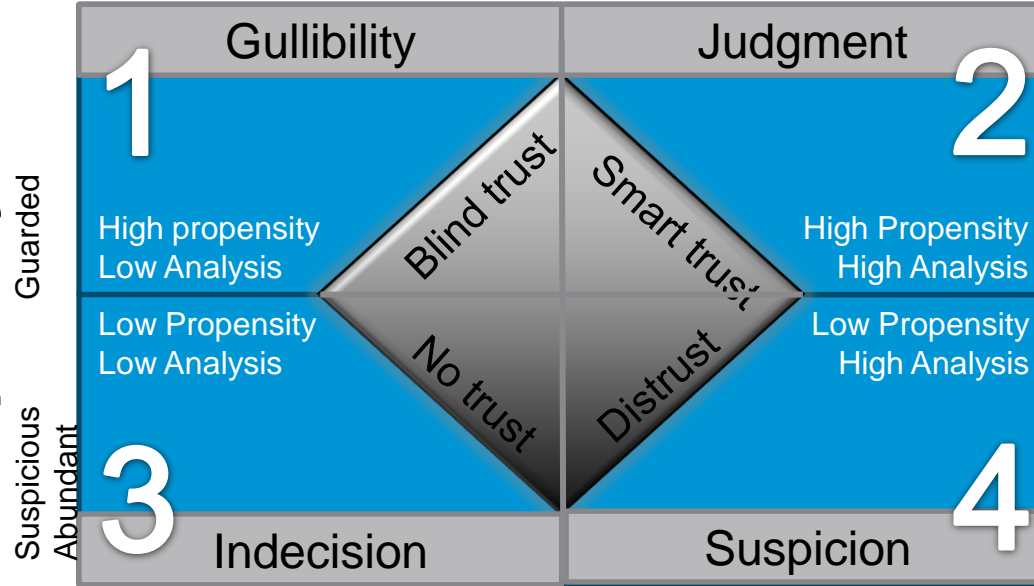
It's trust in your  
brands and it's  
trust in your  
organization.



# Trust

4/5

Propensity to Trust



High Analysis

Opportunity  
involved

Risk

Credibility (Character/Competence) of those  
involved

# Trust

5/5

BANNER ADS

PRINT ADS

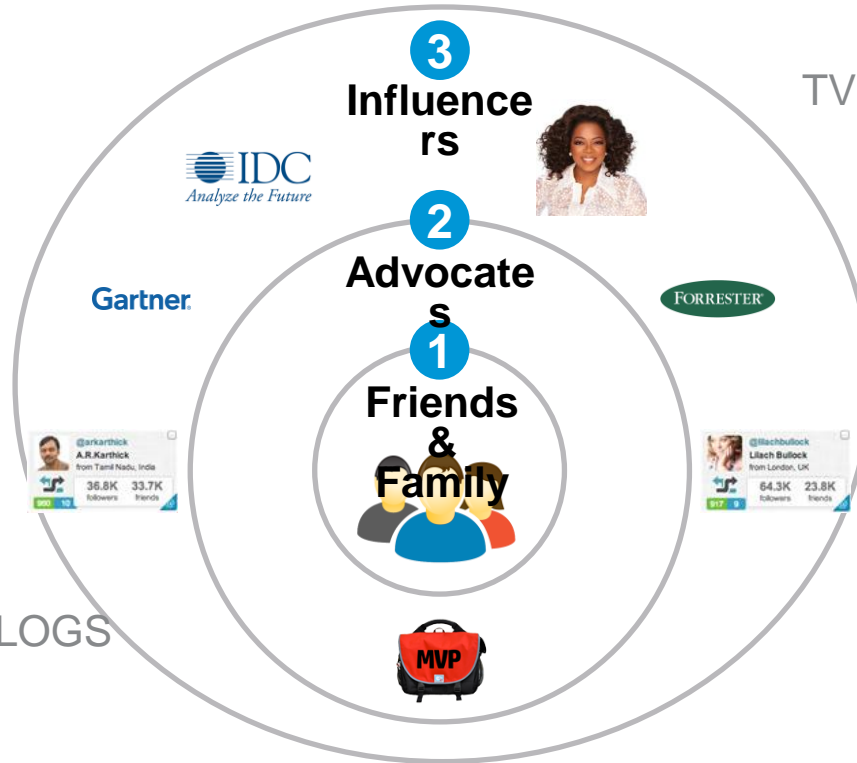
RADIO

CORPORATE BLOGS  
& EMAIL

TV COMMERCIALS

THE PRESS

CEO's



Information contained herein is subject to change without notice.

'CMO's: Let's give up on advertising - Forbes



# Influence & Advocacy



# Influence & Advocacy



**In communication, people relate to hard concrete examples**

Customers want validation that someone from the same industry, same size company, same business challenge, and same use case has been successful.



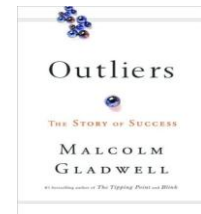
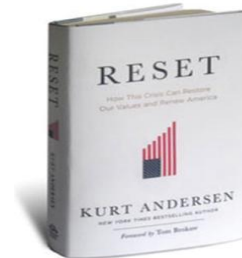
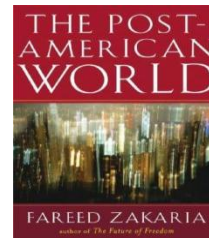
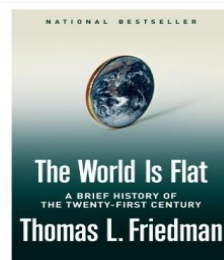
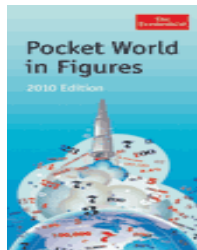
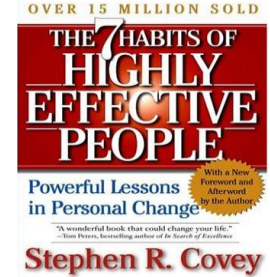
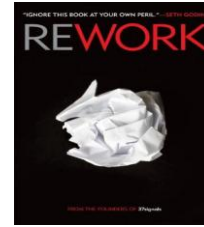
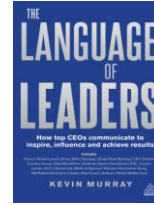
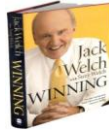
# What does it mean for us?



- Know our audience. Clients.  
Decision making journey.  
Touch-points, in which customers could be influenced.
- Be agile.
- Cooperate with advocates and influencers.

# Sources:

- [1] **Jack Welch**, Winning
- [2] **Kevin Murray**, The Language of the Leaders
- [3] **Jason Fried** and **David Heinemeier Hansson**, Rework
- [4] **Tom Peters**, Recession Thoughts: 44 Strategies
- [5] **Stephen R. Covey**, The 7 Habits of Highly Effective People
- [6] **Fareed Zakaria**, The Post-American World
- [7] **Thomas Friedman**, The World is Flat
- [8] The Economist, Pocket World in Figures, 2010 Edition
- [9] **Kurt Andersen**, Reset (2009)
- [10] Harvard Business Review Magazine
- [11] **Malcolm Gladwell**, Outliers



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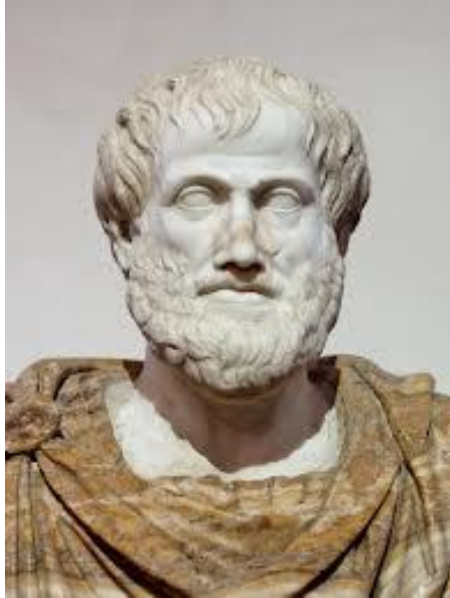


# Backgrounder



# The call of communication is still the same.

Aristotle described three main forms of rhetoric:



- Ethos:

- Ethos-driven message relies on the reputation of the speaker.



- Logos:

- Logos is appeal based on logic or reason.



- Pathos:

- Pathos is appeal based on emotion.

What is critical is the use of emotion to support logic.

## 4. Communication

- Say one positive thing, and you will become associated with many. [2]
- Build an audience. Speak, write, blog, tweet, make videos. If they like what you have to say, they will like what you have to sell. [3]
- Don't use adjectives. Use stories. [2]
- Be open, honest, public, and responsive during the crisis. [3]
- Apologize the way the real person would. [3]
- Be personal. [3]
- If you don't have the answer for client: „Let me do some research and get back to you“. [3]
- There is no shortcut but hard work. **Senta**

Jaký sem dáme obrázek?



# Senta's Tips and Tricks 1/2

## Customer

- If you are having problem to make a decision, do it always in favor of your client, **Senta**
- Understanding your clients, their limited time, their sometimes illogical ways of making decisions, their most important drives and needs [2]
- If you are selling to individuals, talk to individuals, [2]
- Scaring away new customers is worse than losing old customers. [3]

## Visualise and Simplify

- In our complex world, nothing works more powerfully than simplicity, [2]
- If you are selling something complex, simplify it with a metaphor [2]
- Prioritize visually. Put the most important thing at the top. When you done with it, the next thing on the list becomes the next most important thing. [3]



International  
Women  
Conference, New  
York, 2008

# Senta's Tips and Tricks 2/2

## Candor, value and dignity

- Respect everyone for work and effort and individuality. [1]
- Some people have better ideas than others; some are smarter or more experienced or more creative. But everyone should be heard and respected. [1]
- Everyone is a Manager. Let them feel like that! **Rudy Kozak**, HP.
- You are kind to all mankind. [4]

## M & A

- Swallow your pride, prove your worth, and start again. [1]
- You and your bad attitude can be replaced - and will be if you don't learn to love the deal like the acquirers do. [1]
- Be human. You don't quit items in the business plan, you really dismissing people with their lives, families and responsibilities. **Senta**

## Globalization

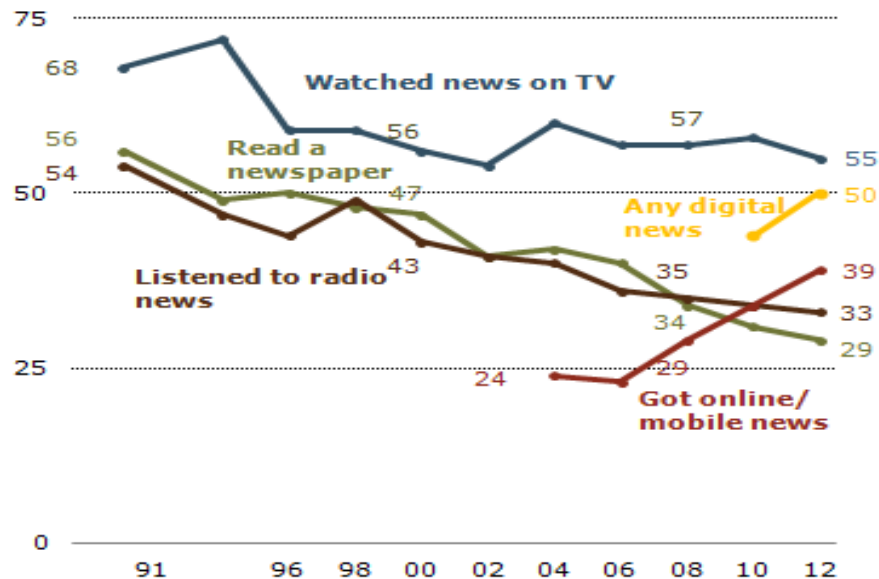
- Geography doesn't matter any more. [3]







## Where People Got News Yesterday



PEW RESEARCH CENTER 2012 News Consumption Survey.  
Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.





*"No, you weren't downloaded.  
You were born."*