COMS. V 2014 THE NEW COMS DISCIPLINES

(AS SEEN FROM OUTSIDE COMS)

LEANDRO HERRERO

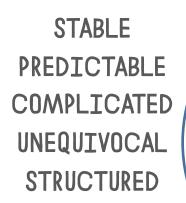
MD MBA FCMI FIOD, FRSA





"BANKING IS NEEDED, BANKS ARE NOT"

YOUR FUNCTION IS NOT NEEDED



VOLATILE
UNPREDICTABLE
UNCERTAIN
COMPLEX
AMBIGUOUS





CASUALTIES OF VUCA

+RIP

CONTINUOUS IMPROVEMENT

+ICU

TRADITIONAL STRATEGIC PLANNING

+RIP

BENCHMARKING & BEST PRACTICES

+ICU

TRADITIONAL COMPETENCY MODELS

+RIP

TOP DOWN CHANGE

+ICU

CUSTOMER DRIVEN INNOVATION

7 SHIFTS AND NEW DISCIPLINES

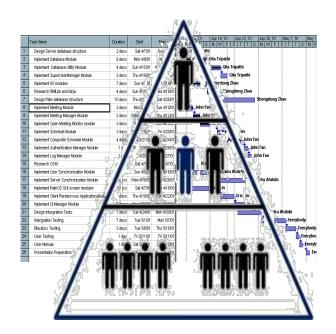


TRADITIONAL (SOCIAL)
PSYCHOLOGY



BEHAVIOURAL ECONOMICS (MANAGING IRRATIONALITY) + GAMIFICATION

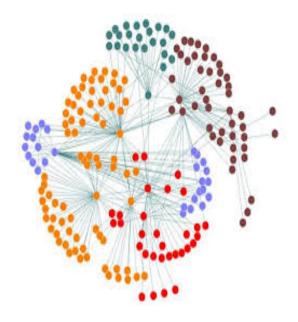




ORGANIZATIONAL THEORY



NETWORK THEORY. NETWORK CURATION



EMPLOYEE ENGAGEMENT (AIR TIME, EMPLOYEE **VOICE ETC)** [BRAND AMBASSADORS]



ADVOCACY,
ACTIVISM AND
SOCIAL
MOVEMENTS
(CROWD-SURFING)
[BRAND
ACTIVISTS]





CORPORATE COMMS
MESSAGING ON
MISSION, VISION &
STRATEGY

STORYTELLING. COMPELLING BIG NARRATIVE, SOCIAL PURPOSE & SPACE IN THE WORLD



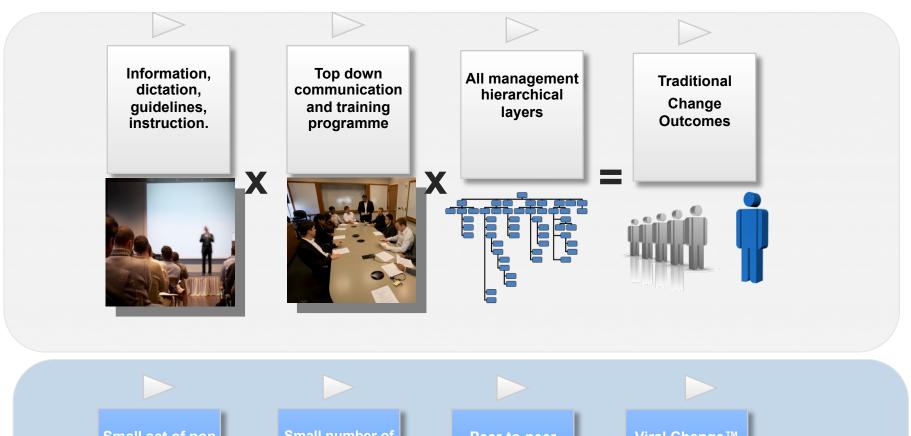


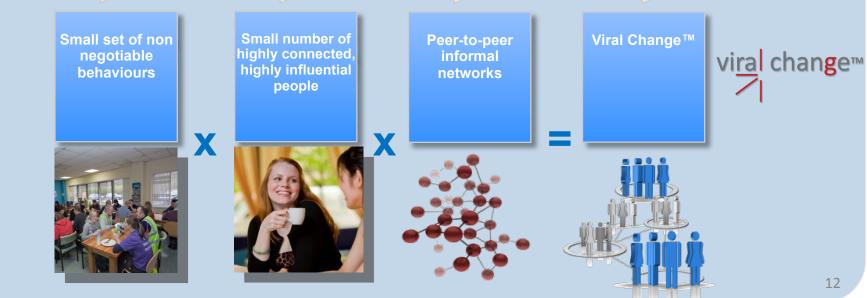


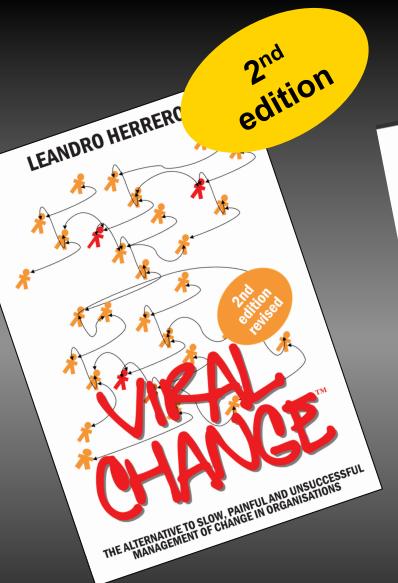
CHANGE
MANAGEMENT (TOPDOWN
COMMUNICATIONS)
HIERARCHICAL

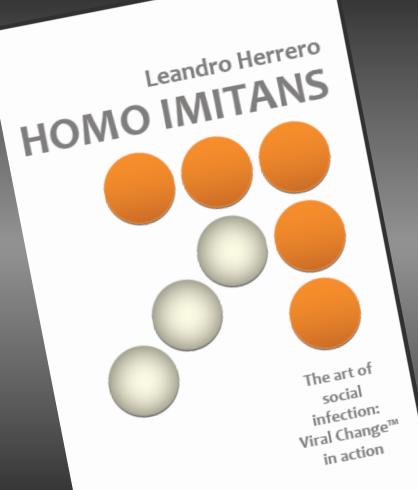
BOTTOM-UP, GRASSROOTS, PEER-TO-PEER, BEHAVIOURAL (VIRAL) CHANGE TM











PUSH - WORLD I



PUSH-DOWN
INFORMATION
UNIDIRECTIONAL
(DEFENSIVE) PR
AUDIENCE



BRAND AS
BEHAVIOURAL DNA
PULL, SCALE-UP
BEHAVIOURS
(ENGAGEMENT)
COMMUNITY
BUILDING

PULL - WORLD II



SCALE-UP

"RE-MARK-ABLE" WORTH REMEMBERING WORTH TELLING A STORY

NOTICEABLE, NOTEWORTHY, STRIKING EXTRAORDINARY, SPECIAL, OUTSTANDING, SINGULAR...

THE SEVEN DISCIPLINES OF NEW COMS







THE NEW COMS ACADEMY

PART 1

1.BEHAVIOURAL ECONOMICS
2. NETWORK THEORY
3.SOCIAL MOVEMENTS &
(DIGITAL) ACTIVISM
4.STORYTELLING

PART 2

5 VIRAL CHANGE™
6 BEHAVIOURAL BRANDING
7. (URBAN &
GENERATIONAL)
SOCIAL ANTHROPOLOGY
[THE GLUE DAY]

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