



JOIN THE WORLD OF SOCIAL CEOs - PREPARE YOURSELF FOR THE FUTURE!

Dear CEO,

Throughout the second half of the 20th century, we saw immense commercial change; the growth of globalisation, technology and the introduction of the internet. What the industrial revolution intensified in the 19th century was the greatly accelerated development of technology, productivity, and science, and the permanent transformation of social and economic conditions.

The 21st century faces again an immense commercial change: digital disruption. Whole sectors of the economy may disappear and be replaced by new ones within the next decade. We all are confronted with new working conditions, and whether we like it or not, these changes demand high and fast adaptability from all of us.

Today the majority of CEOs don't simply sit anymore in their offices at the top of their multi-million dollar headquarter. A large number of CEOs work virtually from home, trying to manage their teams, meet business objectives and satisfy the demands of all stakeholders.

Russell Reynolds Associates, conducted a groundbreaking survey of 200 CEOs among a subset of more than 7,000 executives, studying over 60 personality traits. It determined that modern leaders possess three important traits: **influence, inference, and initiative.**

"Influence": the ability of a CEO to inspire action in others without seeming like a dictator.

"Inference": requires a CEO to make sense of information.

"Initiative": a CEO must have the "initiative to make difficult decisions under uncertain conditions. "

I would like to add to the result of this survey **"taking the initiative to practise proactive and interactive communication" – becoming social.**

Millennials expect from CEOs that they are no longer untouchable, that they no longer think and act hierarchically. They are supposed to be motivational and inspirational. With new leadership tactics, (please avoid "top-down") CEOs are supposed to effectively build powerful teams within their company. They are expected to become "social architects", individuals who can inspire and motivate people to take action and build environments that engender extraordinary accomplishments.

While you are reading this, do you find yourself in this new role? Are you a purpose-driven visionary, hungry for change, and disruptive by nature? Are you genuine and not just generous? If not, today is the perfect day to start.



Kind regards,
Brigitte Kaps, CEO & FOUNDER
ExecutivePR.ch & RentaPR.ch
+41 79 289 2042

BLOG



CEO slacktivism - pitfalls and opportunities
A Like for Equal Payment, a raised hand for International Women's Day, a Dislike against racism: CEOs also like to use "slacktivism" to support good causes. This has its pitfalls - especially when the show of support is not followed by action. Read our latest blog about the Do's and Don'ts [here](#).

OFFERINGS



ExecutivePR offers personal, comprehensive advice and strategies specifically for the unique needs of the Social CEO. Unlike other PR firms who produce communications focused on the shareholders, we offer extensive communications, as well as implementation plans geared towards the "Social CEO."

SPRING OFFERING:

Advisory Call for Contemporary CEO Communication - Get your first hour free (valid through March 5th, 2021)

Email to schedule: Brigitte@ExecutivePR.ch

OUR SOCIAL CEOs OF THE MONTH



Each month we select two Social CEOs raising our awareness with the practise of "Sociability."

Mirjam Bamberger · 1st
CEO AXA Luxembourg & CEO AXA Wealth...
3d · Edited · 🌐

There is no Planet B! Yesterday in the office I was struck by remorse - sorting waste.

First time in history, #CEOs at #AXA commit to annual net-zero targets. #AXA Luxembourg 🇱🇺 will be #carbonneutral in 2025. We need to act now. Leaders go first, there is no better time as (tragically) the Covid crisis has shown the way.

Here are plain facts!
From 2019 to 2020 at #AXA Luxembourg

- 👉 #CO2emissions & business travel reduced by ▲ -62%
- 👉 Office paper consumption down by ▲ -33%
- 👉 Water consumption down by ▲ -28%

What we will do now till 2025:

- 👉 Digital first. Going paperless is integral part of our strategy
- 👉 Reduce unsorted waste by -10%
- 👉 Reduce CO2 on all levels by -38%
- 👉 Get paper down by -20%
- 👉 Achieve net-zero carbon emissions by 2025 (latest)

Lorenz Burkart · 1st
Country Chair Shell in Switzerland
13h · 🌐

Ubitricity ist Teil der Shell Gruppe und hat sich zum Ziel gesetzt, mit intelligenten Lösungen zum Laden und Abrechnen von Elektrofahrzeugen «Strom für alle, überall» zur Verfügung zu stellen. Ubitricity ist bekannt für die kompakten und robusten Laternenladepunkte: Im Rahmen eines innovativen Berner Pilotprojekts soll nun geprüft werden, ob Laternenmasten genutzt werden können, um E-Fahrzeuge aufzuladen. Ubitricity ist als Partner beim Pilotprojekt von Energie Wasser Bern (ewb) dabei. #Laternenladepunkt #emobility #mobilität

Mehr dazu hier: <https://lnkd.in/d8yeF6s>

Shell agrees to buy ubitricity, a leading provider of on-street charging for electric vehicles (EVs)



Mirjam Bamberger, CEO AXA Wealth Europe

Mirjam Bamberger impresses us by addressing a variety of topics. Whether it's sustainability, sports activities, or thought leadership, she is a role model for practising "Sociability."

Lorenz Burkart, Country Chair, Shell Switzerland

Great stuff, it would have been an even better post if Lorenz Burkart had shared his personal view on the Bern pilot project. Whether and how he promotes it, what motivated Shell to do so. A CEO should focus on thought leadership on LinkedIn and not act as a mouthpiece for the marketing department.

ExecutivePR.ch NEWS - Our top 3 articles of the month



[Want to Be a Better Leader? Science Says Say 'Thank You' a Lot More Often | Inc.com](#)

[How Snapchat helps B2B shipping giant Maersk snag millennial talent | The Drum](#)

[A role for social and emotional learning after a disaster | SmartBrief](#)

** Recommended by Professor Don Zillioux, Ph.D., & Arte Natan SDW Firms and Co-Founder Tiny Classroom Training*

NUMBERS OF THE MONTH: 6.2 and 4.9

According to the "Route to the Top Study 2020," there is a comparatively large discrepancy in the average length of time a CEO spends in his or her post. A CEO spends a good six (6.2) managing a company abroad, whereas in Switzerland this period is over one year (4.9) shorter. (Source: Handelszeitung)

QUOTE OF THE MONTH

"It's not about having a specific set time; both personal and professional lives are 24/7. It's simply more about making the right allocation to each one and recognizing that it's going to be different every single day"

- Ellen Kullman, CEO of Dupont

Your feedback is important to me. Please feel free to write to me at Brigitte@ExecutivePR.ch

