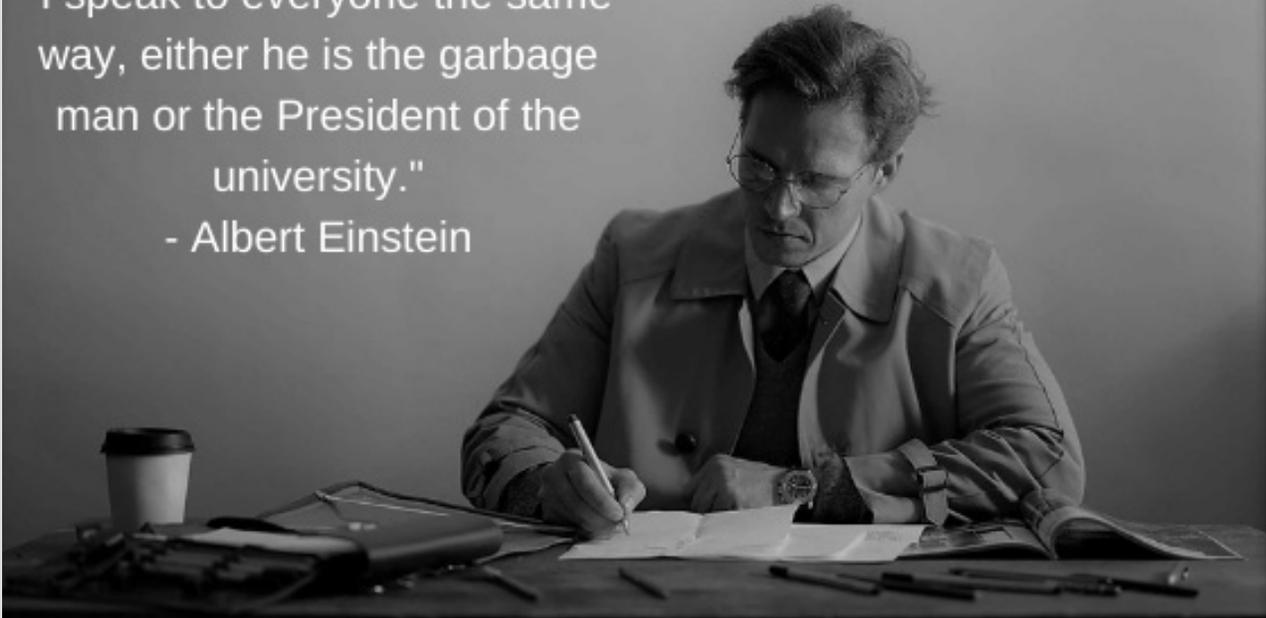




CEO NEWSLETTER

Issue 6 | February 2021

"I speak to everyone the same way, either he is the garbage man or the President of the university."
- Albert Einstein



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

Dear CEOs,

I am convinced that you are aware that you are the face and voice of your organization. Whatever you say, write, or comment on your content plays an enormous role in how your organization is perceived. But are you also aware of **the power and opportunities your role offers** you to build, strengthen and lead your own and the corporate brand? You can help business development executives get better contacts thanks to producing content that supports them and starts conversations with prospective clients.

Writing skills are critical skill sets of CEOs.

I highly recommend that you **add writing to your critical skill set**. It is important that you understand the impact your words will have on your customers, the direction of the business, and the ambassadors of your company: the employees.

Besides Social Media presence, blogs play an important role. A lot of CEOs asked me the question: "Why blogging, my business has been running for years without me tweeting or blogging. So why is it essential now? Welcome to the digital age!

In the digital age and the modern business world, **content is one of the primary vehicles clients use to find answers to their questions and to solve their problems**. Content is how buyers buy, journalists source their next story, and analysts build their opinion about an organisation.

The better the analyst community knows you, your views, and where the company is going, the more accurate their coverage and analysis of your business.

If your sales team has managed to open doors to prospective customers by using your blog content, then this is clearly a benefit that can result in new revenue if the deal is closed. Your blog indirectly supports Business Development.

Everyone is more social today. So why aren't you? Is it because you have no time, or you're not sure what to write, or you feel you're a better talker than a writer? Honestly: if you say: "I have no time to write" it means: "I don't think writing is important enough to make time for."

Think about the benefits of blogging! Blog about new ideas from the field, customer stories. Write about the

problems you are solving as a leader, communicate the impact of your organization on one of your business partners. There are so many stories to tell. This is the right moment to start. The act of writing is inherently inspiring.

To say nothing of the gratitude, wisdom, and increased empathy that daily creative writing habits build, setting aside some time to write has the added benefit of clearing your mind. Give it a try and if you need guidance, feel free to get in touch!



Kind regards,
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TOP SOCIAL CEOs OF THE MONTH



Each month we will select two Social CEOs impressing us with the practise of "Sociability."



CEO of the month André Lüthi

A great example of authentic reporting by a CEO. André Lüthi spent a day as a volunteer on the waste disposal truck. He used this opportunity to express his commitment and great appreciation for the workers.



CEO of the month Christian Jungen

It is painful to see how much the artists and the film industry are suffering from lockdown. With this photo, Christian Jungen shows his full commitment to the beleaguered industry by encouraging and showing perspectives. Nice initiative!

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."

[Read more](#)



ExecutivePR.ch IN THE NEWS



The Media recently announced the top 10 highest-earning CEO bloggers of the world. Here is the list of the richest bloggers with their monthly earning details.

[Top 10 Highest Earning Bloggers Of The World In 2020 \(wpressblog.com\)](#)

NUMBER OF THE MONTH: 10

Germany's 10 most active CEOs on LinkedIn

Die aktivsten deutschen CEOs auf LinkedIn

Index* in Punkten

1.	Herbert Diess	Volkswagen	8,2 Pkt.
2.	Christian Klein	SAP	5,2
3.	Bernd Montag	Siemens Healthineers	5,2
4.	Timotheus Höttinger	Telekom	5,0
5.	Olaf Koch	Metro	3,0
6.	Werner Baumann	Bayer	2,8
7.	Stefan Oschmann	Merck KGaA	2,7
8.	Markus Haas	Telefónica Deutschland	2,5
9.	Carsten Knobel	Henkel	2,2
10.	Ola Källenius	Daimler	2,2

*Der Indexwert berechnet sich u. a. aus Followern, Beiträgen, Artikeln, Kommentaren und Likes auf LinkedIn im 2. Halbjahr 2020.
Quelle: Palmer Hargreaves

HANDELSBLATT

The statistics just published show Germany's ten most active CEOs on LinkedIn. Unfortunately, the female CEOs are still staying in the background. There's more to come ladies. Have the courage to express your voice!

QUOTE OF THE MONTH

"Today you can be inactive, reactive, or proactive! Choose your "active" wisely." - Daren Martin

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

