



It takes 20 years to build a reputation.  
It takes five minutes to ruin it.  
If you think about that, you will do things  
differently.

- Warren Buffet

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

Dear CEO,

This newsletter is exclusively for CEOs to help you successfully master the challenges in "social age" communication that you face today.

I write to you as a fellow CEO with a diverse background which includes various corporate international Senior Executive roles and founder of multiple companies over the past 20 years. Although job titles are less relevant to me than the skills associated with them, as CEO I too have the task of strengthening my company's brand, gaining the trust of stakeholders, creating competitive advantage, and attracting talent.

The demands on CEOs are getting bigger all the time. Not only do CEOs need to have expert knowledge and a vision for the company but also, increasingly, a huge amount of **communication** and **digital skills**, as well as **emotional intelligence**. Today we refer to these critical skills as "[Sociability](#)".

CEOs are always expected to behave authentically and to act transparently. In daily business this might be possible, but what does this look like in a crisis? CEOs cannot be programmed to come up with the right reaction to any conceivable crisis scenario - human emotion is not programmable.

The CEO's presence in social media has also become relevant for companies. **You are the voice and the face of your company, your actions and behaviours reflect upon your entire organization.** Practicing Sociability, meaning being a "Social CEO" offers you the best opportunity to build brand awareness and create the trust placed in your organization.

In future newsletters I will keep you abreast of the latest developments in CEO communication, guide you in practising "Sociability" and highlight Executives that are excelling at their jobs by integrating "Sociability" effectively. I hope I can inspire you to follow me into the world of "Social CEOs."

Kind regards,  
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## BLOG



### LONELY AT THE TOP - Why CEOs need trusted communication advice

A Chief Executive Officer leads a corporate team with flair, decisive direction and passion. Employees depend on a CEO's vision and leadership, looking up to them in times of change. The CEO position is the voice and the face of an organization and their actions reflect upon the entire organization. The position comes with not only power, but also with responsibilities and an overwhelming sense of loneliness.

[Read more](#)

## TOP SOCIAL CEOs OF THE MONTH



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



**Christian Mumenthaler** · Following  
Group Chief Executive Officer at Swiss Re  
12h · 🌐

Today, as part of Juneteenth, we are closing our US offices to recognise the abolishment of slavery in Texas on June 19, 1865. This came more than two years after the signing of the Emancipation Proclamation in 1863. This important step forward – only a few generations ago – was a triumph not just for the US, but for humanity. However, issues persist as seen with recent events which sparked large scale protests in support of Black Lives Matter. It's all too clear neither social injustice nor racism have disappeared.

Our company was founded the same year as this milestone date in 1863. Since that time, we've grown, and our business model has expanded around the world. We are proud that people from 115 different nations, across 30 countries work in our organisation. Diversity is essential for us, but there is still a long way to go. Let there be no doubt that discrimination has no place at Swiss Re. We stand together in our commitment to promoting an inclusive culture. In support of equality, we honour the significance of Juneteenth. #blacklivesmatter #equality #Juneteenth #SwissRe



**Alain Dehaze** · Following  
CEO The Adecco Group  
6h · 🌐

The coronavirus crisis has been a major wake-up call for the world of work. But while our economies have temporarily slowed down, the pandemic itself has paradoxically accelerated the future of work. Building on the lessons we have learnt in the past months, we have a unique opportunity to turn the current challenges into opportunities that will work for everyone. Read my latest article:

#safelybacktowork #RestartSafely #FutureOfWork



Leading Through A Crisis: Five key trends that will define the new world of work

A great example of a "Social CEO" sharing his political beliefs and taking action to back them up. Mr. Mumenthaler exemplifies his corporate values and uses them as guidelines to create timely, engaging social posts.

I have been following Mr. Alain Dehaze for months. I'm very impressed by his authentic communication style using a good mixture of current topics and thought leadership. Mr. Dehaze is a true role model for "Social CEO" communication.

## 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...](#)



## UPCOMING EVENTS

**Webinar: "How to become a Social CEO" - Available on-demand**

**Are you interested in learning how to become a "Social CEO"?**

The digital age is driving changes across the board, transforming how we lead, learn, connect with each other and especially how we communicate with each other. New profile requirements are being placed on CEOs, and more is expected of the Executive of today beyond making the company profitable.

This webinar will give you the tools to become a "Social CEO." [Learn more](#)



## [ExecutivePR.ch](#) IN THE NEWS

May 2020

HWZ Alumni Newsletter Sociability -Eine Fähigkeit, die CEOs jetzt brauchen. [Read more...](#)

## March 2020

[finews.life](#) -Warum ein CEO doch auf Instagram gehört. [Read more...](#)

## January 2020

[finews.asia](#) -Why CEOs Should Accept Help. [Read more...](#)

[finews.first](#) -Warum CEOs Hilfe annehmen sollten. [Read more...](#)



## NUMBER OF THE MONTH: 48

48% of CEOs of the S&P 500 & FTSE 350 listed companies are on Social Media, but without a systematic communications agenda (*Source: Financial Times 2020*)

## QUOTE OF THE MONTH

**Communication is the heart of e-commerce and community."**

*Meg Whitman, former CEO, Hewlett Packard*

Your feedback is important to me. Please feel free to write to me at [Brigitte@executivepr.ch](mailto:Brigitte@executivepr.ch)

