



## CEO NEWSLETTER

Issue 3 | October 2020

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,

Today I would like to address CEOs of SMEs in particular because they are faced with the especially difficult challenge of communicating effectively in an age of disruption **without** a huge corporate communications team in the background. The good news: social media has not changed everything. The values on which family businesses and many SMEs rely on are still the same. If you want to ensure success not only in the next quarter but in the next decade, you must inevitably think long-term and sustainable. That was true 10, 50 and 100 years ago - and it still is.

What is new and constantly growing, however, is the claim that SMEs are expected to communicate transparently, interactively, and openly. All this with a special focus on the top management level. SME CEOs today must also find the right balance between long-term values and short-term success. They should communicate what is happening in a timely, honest, and transparent manner. And all this in times driven by technological disruption, economic fears, and a lot of general uncertainty. Social media deals with conventional forms of communication differently.

Newsletters and media reports alone can no longer do enough for a company to be perceived as a modern SME with a strong corporate brand. Traditional ways of communication knew only one direction. The boss himself - speaks, everyone else listens. However, social media, which increasingly dominates public discourse in business and everyday life, functions differently. In addition to authentic statements, interaction is particularly important. Interaction requires that you listen when the others have something to say. What has always been true in personal conversations also applies to companies today.

The role of the boss is becoming more important as he or she not only leads the company, but also plays a key role in strengthening the image and brand as a voice and face to the outside world.

New demands also mean new profile requirements. A high degree of leadership qualities and the achievement of stable profits are no longer enough. Leaders must also have technology knowledge and distinctive communication skills and emotional intelligence referred to as "sociability". To practice "sociability" does not mean to give up competences as a manager and decision-maker. It simply means facing up to the demands of communication in the age of digitalisation. If you'd like to know more about it, feel free to contact me.

With kind regards,  
**Brigitte Kaps**, CEO & FOUNDER  
[ExecutivePR.ch](http://ExecutivePR.ch)



## BLOG



### Five tips on how to get a CEO featured in a popular podcast

Podcasts have become increasingly popular for CEOs. A great tool to strengthen your brand. The question is, how do you get featured in a popular podcast? Five tips [here...](#)

## TOP SOCIAL CEOs OF THE MONTH



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



**Mathias Wikström** · 1st  
CEO at Doconomy  
6h · Edited · 🌐

There is no "one pill thrill" to fix the climate crisis. It calls for many ideas by a lot of people, companies and institutions. The Priceless Planet Coalition initiated by Mastercard is per se a blueprint of the very ecosystem in which Doconomy aim to operate, bring value and create result. Collaboration is at the core of everything Doconomy does to drive positive change and to reduce CO2 emissions with 1 billion metric tons. The climate crisis was created together and is best resolved together. With this initiative we will contribute to planting 100 million trees with our fellow partners! Kristina, Jorn, Jennifer and Erik we are proud to make this, and much more to come, happen together! #pricelessplanet

**Doconomy**  
3,643 followers  
8h · Edited · 🌐

When responsive companies get together for a common cause it really makes a difference. As Mastercard taking the lead action is... see more



**Sarah Atkinson**  
@SarahHatstand

Inspired by an unkind comment in a letter I received that told me I didn't have "a CEO look", I'm posting this photo to demonstrate that leadership is diverse, and charity CEOs can look like anything (including like hell!!) #ThisIsWhatACEOLooksLike



### CEO of the Month Mathias Wikstrom

Social responsibility and ethical practices are vital to a company's success. Consumers are increasingly aware of the importance of social responsibility, and actively seek products from businesses that operate ethically. As a CEO of a company focusing on CSR, Mathias Wikstrom lives his passion and attitude towards business and sustainability through social media in a very authentic way using constant communication.

### CEO of the Month Sarah Atkinson, CEO UK Social Mobility Foundation

Being human, being authentic is getting increasingly important at the forefront of a company, enabling employees at all levels to use their unique skills. This is extremely relevant for CEOs. Beside the fact that Sarah is communicating very interactively and impressively on Twitter, she convinced us by showing her private personality behind the CEO role with one of her latest posts.

## 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

### August 2020

KMU Magazin AI's <<Social CEO>> in die digitale Zukunft. [Read more...](#)



## NUMBER OF THE MONTH: 90 and 23

When it comes to the pandemic, more than 90% of people said they wanted at least weekly communication from their company. When it comes to discussing mental health specifically, people say that far and away the most effective form of company communication is a phone call directly from one's manager. Employees who

say their manager is not good at communicating are **23%** more likely to experience mental health declines. Regular, consistent communication from managers is essential to ensuring people feel supported.

*(Source: Harvard Business Review 2020)*

## QUOTE OF THE MONTH

"As a leader it is a major responsibility on your shoulders to practice the behavior you want others to follow."

(Himashu Batia, CEO & Founder Rose International Ltd.)

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

