

A circular logo with a dark blue background. The word "ARRIVE" is written in white, uppercase letters. Below it, a horizontal line is split into a purple segment on the left and a white segment on the right. Underneath the line, the word "COLLABORATIVE" is written in small, white, uppercase letters.

ARRIVE

COLLABORATIVE

REPUTATION BRIEF

STRATEGIC COMMUNICATIONS
COUNSEL FOR EXECUTIVES



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REPUTATION COUNSEL

This guide has been developed for communication professionals to brief executives building skills and awareness to protect their professional reputation.

It is a tool for proactive reputational risk management. Not a media training or issues response guide.



01 VALUES



02. SOCIAL
TRENDS



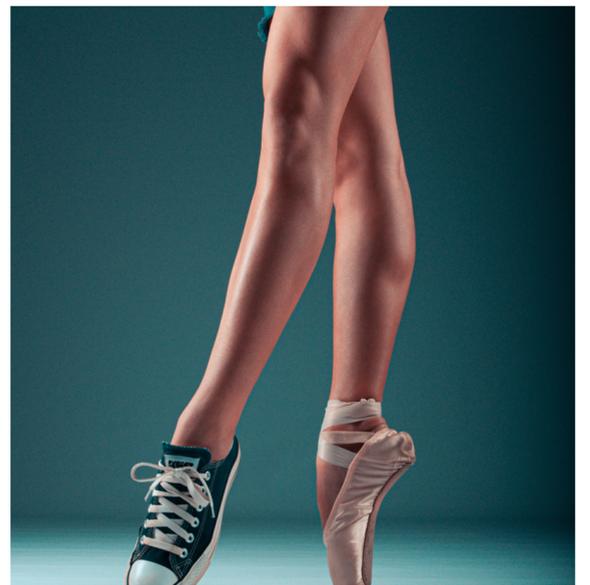
03 VOICE



04 LANGUAGE



05 TRUTHS



06 DIVERSITY

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01 VALUES

Executives should believe in and live the values of the company they represent. It is one thing to message them and another to exemplify them.

Trust is built by being authentic in what we stand for and how we interact with others.

Communicators can explore how executives apply company values in their actions and decision making. This will help identify how to amplify their character in a relatable and genuine way.



02 SOCIAL TRENDS

Leaders can become inwardly focused on their industry and stakeholders who share similar views.

There is a significant social shift happening. Driven by generational beliefs, technology solutions and social movements.

Transparency is expected. It is empathy that we look for in how leaders engage and respond.

To be effective communicators, executives need to have an appreciation of divergent views.



03 VOICE

Communicating with empathy requires a tone of voice that doesn't come naturally for many executives. Business communication tends to be more direct.

Media training helps executives handle pressure situations by removing emotion. It is an important skill to learn.

It can be obvious when a script is being followed, leaving a negative impression in some instances. Communicators can help leaders find their natural voice. Providing counsel on developing their presence and style, relevant to the topic and setting.



05 TRUTHS

Always talk to the facts.

Beyond the facts, there is often an opportunity to lift the conversation to focus on prevailing truths - the purpose, values and 'point of view' that reinforces social licence to operate.

Communicators can help brief executives on how to talk to these truths. Providing the reasons to believe and language to tell the story behind the company.

Bringing to life the heart and soul of an organisation, which may appear faceless and aloof. .



05 DIVERSITY

Diversity is an important principle. Many executives default to explaining or defending a position rather than listening.

Counselling leaders to be accepting of diverse opinions is as important a skill to develop as being on message. Appreciating diverse views helps leaders be culturally and emotionally aware in their communications.

Storytelling is a good technique. It can become over used as a 'one way' dialogue. Being open to others, engaging in their stories, builds awareness of the realities and points of view that exist.



The art of communication is the language of leadership

James Hume, American author and presidential speech writer.

We offer a range of services to
help executives manage their
professional and company's
reputation



Let's connect

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