

BACK TO THE FUTURE: WHAT'S IN MY CRYSTAL BALL?

FLORENCE RANSON, DIRECTOR OF COMMUNICATIONS, FOODDRINKEUROPE, CO-FOUNDER
EUROPEAN ASSOCIATION OF COMMUNICATION DIRECTORS, CHAIR EUROPEAN EXCELLENCE AWARDS



CORPORATE COMMUNICATION SUMMIT 2017

27 OCTOBER 2017, NORWEGIAN BUSINESS SCHOOL, OSLO

THE BUSINESS OF FEAR



TRUST IS...



coloringpage.eu

The image features a light gray gradient background. In the top-left and bottom-right corners, there are several realistic water droplets of varying sizes, rendered with soft shadows and highlights to give them a three-dimensional appearance. The text "WHAT ABOUT US?" is centered in the middle of the frame.

WHAT ABOUT US?

ARE WE ALL FAILED....





Flexibility

Freedom

Formality

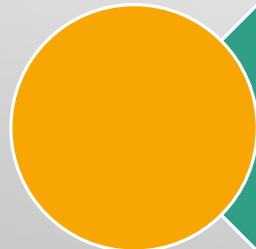
WHERE DO WE GO FROM HERE ?



Stakeholders



Identity



Reputation

The background of the slide is a light gray gradient. In the top-left and bottom-right corners, there are several realistic water droplets of various sizes, rendered with highlights and shadows to give them a three-dimensional appearance. The text is centered in the middle of the slide.

COMMUNICATIONS IS A STRATEGIC MANAGEMENT FUNCTION



Business acumen

Fill the shoes

Mission
&
Vision

Value-added

CUSTOMER-CENTRIC



OUR CARDS

Ethical

Coherence

Emotion

Transparency

Responsibility





Tears

Stories

Humour

Connection

SOME GOOD ONES

www.youtube.com/watch?v=g0cqxNwRkQY

<https://www.youtube.com/watch?v=vpl5qZBXMCI>

www.youtube.com/watch?v=PL7hvXeOAKw

www.youtube.com/watch?v=F7pYHN9iC9I

HOW ABOUT MARKET DISRUPTORS?



[illegible]