

SPEAKING OUT TO MONITOR EXPOSURE

Have you ever tried to investigate on opinion leaders? Your primary reflex will most probably be to Google him. And from there, you can expect almost anything, from excessively flattering to devastating. Interviews, press articles, blogs, videos, public appearances contribute to build their image.

The way they speak out will have a definite impact on the way they are perceived. Most of these leaders, whether CEO's of a Fortune 500 company or less exposed board members of public or private companies, can rely on a Chief of Staff or a Head of Corporate Communication or PR to organize it. If they do so, it's because they realize how important it is to convey their vision.

As a Senior Executive in Career Transition, it is most likely that you have little or no experience in this time-consuming exercise that requires a true strategy. Most of you have completed a Linked-In profile and feel they have made a huge step to build their personal branding. Let's assume today, that this is a minimum prerequisite to stay in the game.

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By speaking out you organize your exposure and your posture. The topics you pick, the media you choose will help establish your personal identity and your leader style. And by taking stand on global issues linked to sectorial or business changes as well as soft skill management, you will point out a vision and an ability to step aside. Any other relevant topic on specific skills or expertise will also help increase your exposure and generate new opportunities.

There are no predefined rules and it is essential to go for the best suitable option for you. The growing influence of social media should definitely play an important role in your communication. Linked In of course...but Twitter and Facebook can also convey elements of your speech. The appropriate media will very much depend on your personal and professional environment. It is more likely for marketing and communication experts to use them than for engineers and financiers. But there are significant exceptions and professionals with specific personal interests or commitments can use these media to vehicle their message.

Active participation to trade or industry associations will also help you increase your exposure, both among your market and in your own company. Task forces and special projects are ideal environments to express your convictions and put your leadership forward.

Alumni networks, sports associations, NGOs, local authorities, think tanks can be equally as relevant to organize your personal branding. Being a member might not be sufficient and the more you will get involved, the more exposure you can expect.

What works for opinion leaders should also work for you. In your field of expertise, try to publish articles, editorials, notes, books to attract followers on your social media profiles and possibly generate interviews in professional media.

But, obviously, the key factor to a greater exposure will be a change of mindset. Forget the influence of Judeo-Christian education principles where "a happy life is a secret life". Exposure is positive when you understand why and how. And when you choose where to put the cursor, because on the other hand an overdose of info means no info at all.

This critical exercise during a career transition period shouldn't stop the day you reposition in your new activity. Speaking out is or should be a permanent posture for managers and senior executives.

When do you start?

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MARC SAUNDER

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The October ACF Europe Newsletter will feature an article by Mark Richter (CEO at OTP Switzerland, member of ACF Switzerland and Board Member of ACF Europe)

ACF Europe Annual Conference Amsterdam 20 and 21 May 2015

After the success of our conference in May this year in Paris, the Board of ACF Europe are now planning our conference for 20th and 21st May 2015. We are delighted to announce that next year's conference will be in Amsterdam.

Attendees from this year's conference told us that they liked the format of starting with dinner and overnight stay on a Thursday followed by a Friday conference. This timing gives plenty of time for networking and a full conference agenda with the opportunity to stay on for the weekend for those who wish to.

We will be sending out details of the venue and cost of conference by early November. In the meantime please register your interest in attendance with acfeurope@gmail.com

Next ACF Europe Webinar 20 January 2015

We will be holding a members webinar to explore the findings of the upcoming annual ACF European outplacement survey. We will be sending out invites to participate in the survey early November. Registration details for the webinar will be sent out by the end of November.

