

## **The Importance of Storytelling in the First 100 Days of the New CEO**

The appointment of a new CEO carries more weight than almost any other corporate decision. The new CEO must quickly provide vision and leadership to achieve the critical goals that reinforce his or her hiring and set the tone for change and progress.

In the first 100 days of any new CEO, he or she IS the company story. The company hopes to leverage the new CEO's track record. So the new CEO's "story" — beliefs, credentials, successes and behaviors — make a statement. The company expects the new CEO to be a "hero" or a "heroine" in the next chapter of its story. But what kind of hero?

Only by sharing his or her **story** can the new CEO explain how to achieve change. In the first 100 days, it's too early to produce demonstrable business results — it's all about telling the story that will create change. And stakeholders — customers, media, employees — want to hear from the new CEO. This gives the CEO the opportunity to lay the groundwork for success.

Our unique perspective is to help the CEO tell an **authentic** story rooted in fact. We help the CEO tell his or her story by maximizing **storytelling** techniques to speed understanding. Our proprietary process assures that the story unfolds **collaboratively**, mobilizing stakeholders. We help the new CEO tap one-time opportunities to address expectations, build the company's reputation, command audience attention and re-align stakeholders. Our work helps:

**Address Expectations:** Who is the CEO? What qualifies this person to lead the company? We help the CEO establish credibility by communicating his or her personal story (qualifications), outlining the next chapter of the company's story (the vision and strategy for change).

**Answer Questions:** We help the CEO answer demanding questions, such as: What is CEO's view of the company's position (its current story). What are its future goals? How will the CEO achieve these? We help the CEO explain how the company's next chapter of its story is different from the last. And we help the CEO describe the happy ending he or she will deliver.

**Execute:** Telling the new CEO's story in the first 100 days yields remarkable results, especially with the media. We help the CEO work with these third-party, independent validators to build credibility, raise visibility for the company and engage stakeholders.

We help construct public appearances and other strategic communications that position the new CEO as chief storyteller.

**Produce Results, Create Value:** Effective storytelling in public relations positions the CEO and company as leaders in the industry. Increased awareness, recognition and reporting on the CEO and company help mobilize stakeholders to deliver results. In this key period, an engaging, collaborative dialogue sets the tone for the CEO's overall tenure — and markedly affects the quality of results achieved, which are the true happy endings of any business story.