



Memo

To: Rich Kylberg
From: Megan Cauley
Date: 5/2/15
Subject: Presentation Overview and Thanks

Your presentation last Wednesday was truly inspiring and reminded me why I am pursuing a career in communications. Navigating the messaging around a company that has acquired over 100 brands in the past 20 years is a daunting task, but you demonstrated the power of creativity in managing a growing company. I have outlined my greatest takeaways from your presentation below:

Fix the culture before you spread the message

- Don't string different messages together and expect to have memorable communication
- Identify the strongest points and create cohesive messaging at all levels of communication
- Whether it's lower level communication like line art or an expensive ad, message consistency is key
- Old messaging should cease to exist once new messaging is in place
- All employees should understand any changes in corporate messaging within their company and have ability to easily access new information

Engage your stakeholders

- Remember that every stakeholder has a deal in the company
- The sales team shouldn't be the only employees who can communicate your message
- Every employee should understand the company's vision and values, and they should be challenged to do so (Arrow business cards demonstrate this point)
- Stakeholders are a reflection of your company, and communicators should cultivate an employee's company pride

Speak a new language

- Always think with the future of your company in mind, and understand how to pave a new path if necessary
- Think big and don't be afraid to go against what is traditionally done if it makes sense for your company (Arrow's theme song demonstrates this point)
- Communicators must always focus on the why, and question if they are speaking in the correct language to their stakeholders
- Remember culture differences are not an obstacle when an idea is solid, ideas cross borders

Communication is sacred

- In a world that is becoming increasingly obsessed with data, metrics and ROI, don't let your communication be stunted while trying to prove its value
- Respect the role communications is playing within your company, and don't allow metric obsessed employees convince you everything has to be quantified
- Good communication is meant to inspire and there is no measurement of inspiration