

THE KEYS TO HONESTY

Seven simple statements can help you have more authentic conversations, at home or at the office.

By Susan Campbell



Communication between people is a multi-layered thing. Because of this fact, many of us feel inadequate in our attempts to understand others and be understood. Whenever any two people try to communicate, there are at least two levels to that communication: the overt message consists of the words we hear and the gestures we see; the hidden message has more to do with the intent behind the words. This is something we ordinarily overlook because we don't have the language to deal with it. Consider this example: as Jay enters his assistant Roberta's office, she announces: "I'm almost finished with the Power Point presentation. And then I'll get to re-doing the promo piece for the trade show, and maybe if there's time today, I'll do the budget report leftover from Friday." The overt message here is some information about what she is working on. What's the hidden message? She is telling him that she is overwhelmed with too much to do, that he'd best not ask anything more of her today. Jay receives and registers Roberta's message on both levels. He

hears her words. And he feels a discomfort in his gut — there's something about her what she said that just doesn't sit well with him. But, like most people, Jay has not been trained to put value on his subtler gut-level reactions. So he nods robotically and gives his usual reply: "Okay. Thanks for telling me."

UNCLOG THE CHANNELS A communication like this leaves both people with a sense of incompleteness. There's something between them that has not been acknowledged. The next time they are together, that unfinished business will affect how relaxed and connected they feel with each other. In time, as more and more of these incomplete communications recur, their communication channel will become more clogged. If Jay had better communication skills, he might notice the uneasy feeling in his gut instead of going on automatic. If he had access to the seven keys to authentic communication, he might respond: "Hearing you say that, I feel uncomfortable. Are you telling me that you're not available to take on any more work this

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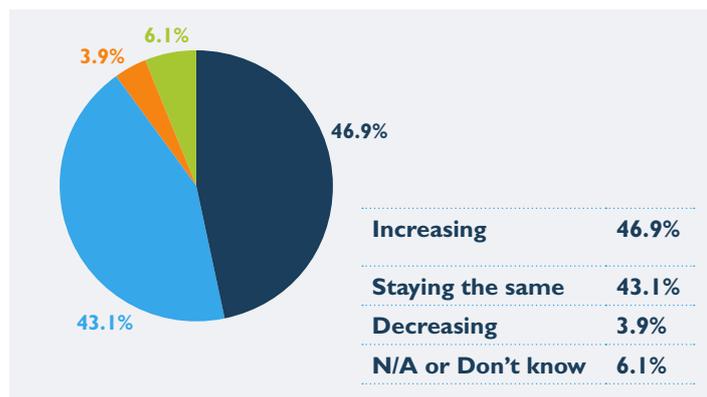
FACTS & FIGURES

Visibility of communications activity at board level continues to be very strong despite the global recession, according to a new global quarterly survey of in-house communications professionals (below left). The bearer of this good news is PR firm Grayling, whose survey polled over 1,200 communications professionals worldwide (54 per cent from western Europe). According to the press release: "The reports track important changes in public relations spend against key metrics, such as, by geography and sector, investment in digital and CSR communications and the changing level of visibility and perceived value of public relations and communications, at a board level, in some of the world's leading organisations". Other encouraging findings include the fact that, globally, over a fifth of those who responded said that investment in public relations is still increasing this quarter, against a backdrop of ongoing client budget pressures and continued

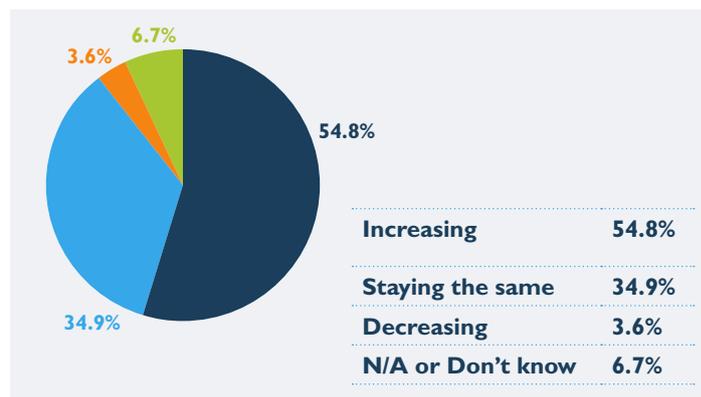
global economic instability. Unsurprisingly given its cost-efficiency, spend on social media and digital is reporting the largest increase in investment with 44 per cent; corporate communications and reputation management was 26 per cent and 17 per cent reported an increase in spend on CSR communications. Organisations remain cautious in budget and resource planning in many areas; project PR support sees a 20 per cent increase in spend versus an 11 per cent increase for retained support. In addition, in-house teams' headcount shows growth with 25 per cent reporting an increase this quarter. Finally, the key findings also point to a fascinating new direction to be followed, we hope, by future editions of the Pulse survey: almost 55 per cent of respondents report an increase in the perceived value of communications activity to commercial success (below right). Taken from Grayling Pulse

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Visibility of communications activity at a senior/board level:



Perceived value of communications activity (to commercial success):



Editors
Dafydd Phillips, Irene Schäfer,
Mike West

Publishers
Rudolf Hetzel, Marc-Oliver Voigt

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PERSONNEL

EADS



DE: Ohler heads EADS Corporate Communications

Rainer Ohler
(Head, Corporate Communications)

EADS

Start: July 01

RAINER OHLER has taken charge of corporate communications at The European Aeronautic Defence and Space Company N.V. (EADS). In his new position he is responsible for Group-wide internal and external communications, reporting directly to CEO Tom Enders. Previously senior vice president public affairs and communications at Airbus, Ohler now succeeds Pierre Bayle who will leave the company. Ohler has worked for EADS and its predecessor companies since 1995.

Ahold



NL: Westra appointed SVP Ahold Group Communication

Marike Westra
(SVP, Group Communications)

Ahold

Start: September 01

MARIKE WESTRA has been appointed senior vice president of Group communications at international supermarket operator Ahold. She will succeed Kerry Underhill, who leaves Ahold to pursue new career opportunities. Marike will report to Ahold CEO Dick Boer. Marike will lead Ahold Group Communications, responsible for internal and external communications, investor relations, and corporate affairs.

SANDVIK



SE: Sandvik Group announce new Head of External Comms

Pär Altan
(Head, External Communications)

Sandvik AB

Start: September 01

PÄR ALTAN, presently vice president media relations at the hygiene and paper company SCA, has been appointed head of external communications at Sandvik AB. He will report to Jan Lissåker, executive vice president group communications. Prior to joining SCA, he was information manager for Ericsson and he also has more than 20 years experience from the media, for example Dagens Industri.

IVECO



IT: Sigrid de Vries joins Iveco from ACEA

Sigrid de Vries
(Head, Communications & External Relations)

Iveco

Start: June 27

SIGRID DE VRIES has left her post as communications director of ACEA (Association of European Automobile Manufacturers) to become head of communications and external relations at Iveco, the Italian truck, bus, and diesel engine manufacturer, based in Turin. A Dutch national with over 20 years of experience in journalism and communications, Sigrid has worked from offices in Amsterdam, Berlin and Brussels.

RTL GROUP



DE: Fahlbusch to head RTL Group corporate communications

Oliver Fahlbusch
(Head, Group Corporate Communications)

RTL Group

Start: July 1

OLIVER FAHLBUSCH is the new head of RTL Group corporate communications, having joined the Group – Europe's largest mass media company – in 2006 as deputy head of corporate communications. In this position, he has served as a media spokesman for RTL Group, produced the Group's Annual Report and a series of print publications, and was involved in all of its internal and external communications projects.

Microsoft



FR: Microsoft reshuffles communications leadership

Tom Pilla
(Director of Communications)

Microsoft EMEA

Start: June 28

TOM PILLA has succeeded Heather Knox as regional director of communications for Microsoft EMEA. Knox, who occupied her role since 2009, will move to a new role at Microsoft in the US. Pilla will be based in Paris, and the search is underway for a replacement for his previous role as general manager of Microsoft's public relations operation in the UK. Both Knox and Pilla are long-term Microsoft veterans from the US. Knox joined the tech giant in 2004, serving in the corporate public relations team before moving to the EMEA position.

PERSONNEL



Sven Jacobsen
(VP, Corporate Communication)
Beiersdorf
Start: October 1

DE: New Head of Corporate Comms at Beiersdorf AG

SVEN JACOBSEN is set to take over as vice president of corporate communications at personal care company Beiersdorf AG in Hamburg, reporting to Stefan F. Heidenreich, chairman of the executive board. Since 2006, Jacobsen has been in charge of corporate communications at the Media-Saturn group, Europe's largest electrical and electronic goods retailer. He studied journalism and communications at Ruhr-Universität Bochum.



Peter Schiefer
(Head, Group
Corporate Communications)
Telekom Austria/A1
Start: August 01

AT: Schiefer named comms head at Telekom Austria

Telekom Austria Group has appointed PETER SCHIEFER as the new head of group corporate communications at Telekom Austria and A1. He replaces Alexander Kleedorfer. Schiefer is currently working as the press relations officer at the Federation of Austrian Industry. Telekom Austria is a provider of a range of fixed line, mobile, data, and Internet communications services.



Anouk Van Vilet
(Director, Communications)
Citroën Belux SA.
Start: July 01

BE: Van Vilet new Communications Director at Citroën

ANOUK VANVILET is the new director of communications and public relations at Citroën Belux SA. Her appointment takes place following the retirement of Luc Loin, who joined Citroën in 1970. Van Vilet joined Citroën's sales division in 1996 before becoming responsible for press and public relations. From 2009, Van Vilet was coordinator for international communications at Automobiles Citroën in Paris.

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EVENTS



11-12.07.2012 International History of PR

This conference is an international opportunity for academic researchers, historians and interested practitioners to meet, hear papers and discuss this emerging area of research. Noted communications academic Prof. Dr Gunter Bentele (left), of Leipzig University, will deliver the keynote speech.

► Bournemouth University, England

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18-20.07.2012 10th International Conference on Organizational Discourse

The biannual Organizational Discourse Conference celebrates its 20th anniversary in 2012. In the past two decades 'discourse analysis' has firmly established itself as a methodology for organizational research.

► University of Amsterdam

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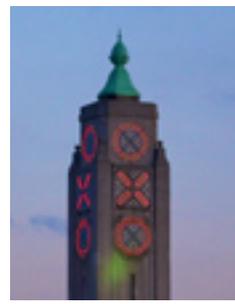


4-7.09.2012 International Conference on Communication in Healthcare

The many facets of communication in the field of Healthcare will be thoroughly explored in this extended conference, organised by EACH and held in the grounds of the University of St Andrews.

► EACH, University of St Andrews, Scotland

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20.09.2012 Leaders in Communications

Leaders In Communications is an event designed to tackle common challenges – both strategic and practical – faced by senior-level communicators.

► PR Week, The OXO Tower, London

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