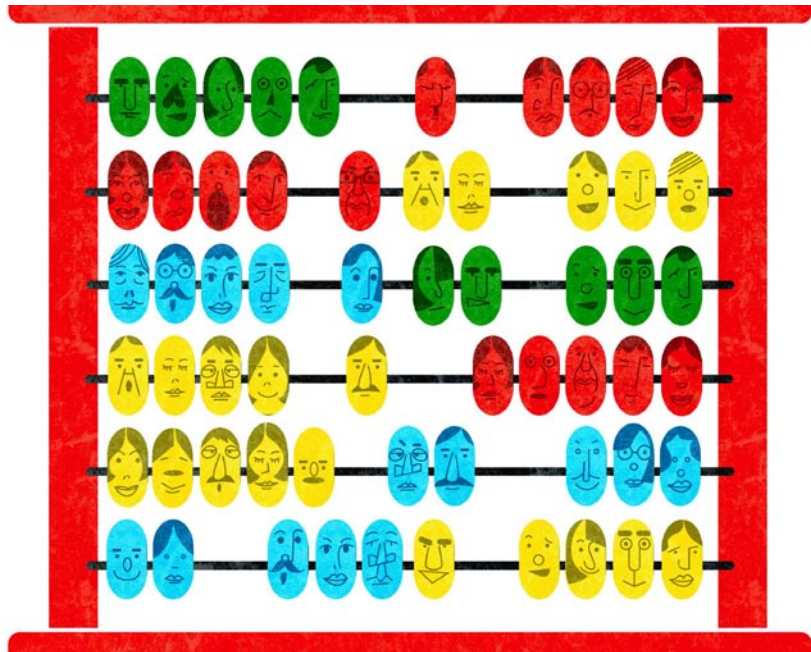


08/2013

## ADDING UP THE NUMBERS

*Getting employees financially engaged not only helps them make informed decisions but also builds better relations at work*

By Ann-Kathrin Halvorsen



**F**ew managers would argue that employee engagement and involvement are important factors in a company's performance. Numerous studies over the years have shown the link between employee engagement and improvements in productivity, performance, customer service, retention, and even the financial health of a company. Managers the world over have taken this to heart and have put engagement on the corporate agenda. Yet there is one area that leaves many employees feeling disengaged and downright powerless

– understanding the company's finances. In the spirit of transparency and openness – two often cited drivers of employee engagement – we throw difficult financial terms and concepts at employees and expect them to understand and take appropriate action. Instead, employees very often feel intimidated and ill equipped to make the decisions that can have a positive influence on the bottom line. Invariably, employees feel that the only way they can contribute is by cutting costs. Feeling forced to resign to such a Sisyphean situation and not being able to influence your work conditions can be downright demoralising.

**WHY MANAGERS SHOULD CARE** The frustration and lack of empowerment that financial communication very often causes is unfortunate, as a company's financial performance is closely linked to its overall performance and strategy, and serves as an important way to measure progress. Although, when given the opportunity, employees can do more than merely take part in cost cutting exercises, taking a hard look at operating expenses is a reality that many companies are facing in these uncertain economic times. American Electric Power in the US decided to invite their employees on... [Read more](#)

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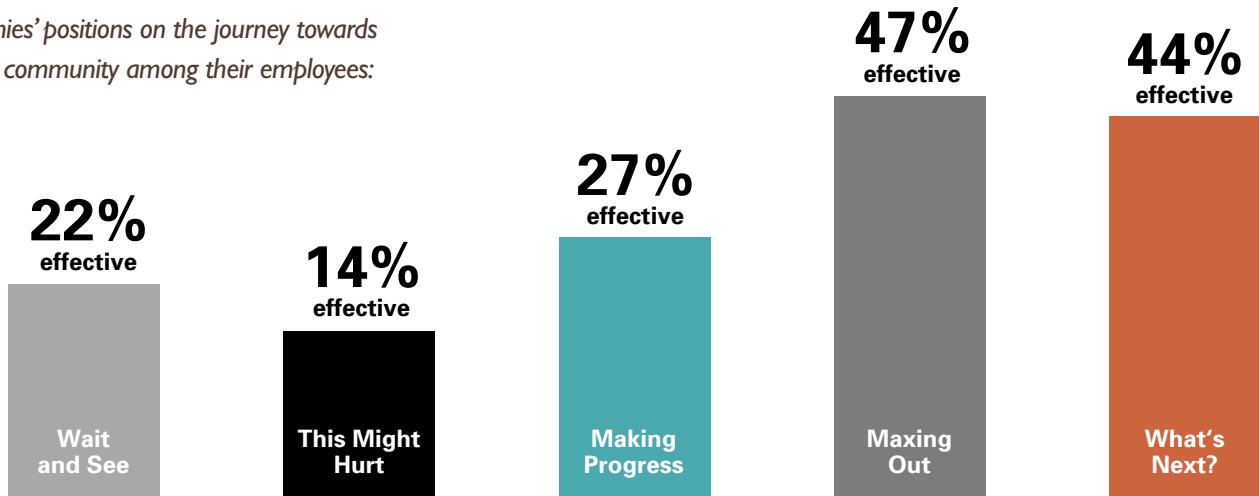
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# Facts & Figures: Effectiveness in community building

## A road map to community building with social media

Companies' positions on the journey towards building community among their employees:



**DESPITE THE EXPLOSION OF SOCIAL MEDIA** in the personal lives of many people, a new survey by global professional services company Towers Watson shows that just over half of employers are using social media tools to communicate and build community with employees. Further, among those employers that have embraced social media technology, there is little consensus as to which ones are most effective. They measured how effective companies are at building community among their employees and asked about their social media journey - the progress is shown above. Among the companies who aren't using social media, the 'Wait and See' crowd, one out of five are able to build community among their workers. Most companies get started by using social media to communicate with remote workers: however, the survey shows a dip in their ability to build community, which Towers Watson blame on the lack of a fully developed strategy. For most, the

next step - 'Making Progress' - involves using social media to influence collaboration or culture. As companies increase their use of social media, they become more disciplined in their efforts and achieve better results. In the 'Maxing Out' phase, community-building effectiveness increases significantly when companies use social media to achieve at least three objectives - for example, team building, sharing feedback with leaders and innovation. Finally, under 'What's Next?', the pros expand their use of social media in areas (e.g., organisational performance) that were traditionally dominated by one-way communication. "Most companies", states the report, "begin by using social media to communicate with employees who work away from the office - for example, field and home-based workers. The best use social media as part of a broader communication strategy and measure to see if it's working." Where does your company fit on this social media community-building journey?

[Read more](#)

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# Personnel



**Bertrand Cizeau**  
Group Head of Brand,  
Communications and  
Quality,  
BNP Paribas  
Start: October 1

## Cizeau replaces Sire at BNP Paribas

Bertrand Cizeau has been appointed group head of brand, communications and quality at BNP Paribas. He takes over from Antoine Sire who has decided to leave the French bank and financial services company in order to pursue a project linked to his lifelong interest in the history of film-making. Cizeau previously served as head of communication and advertising at BNP Paribas Personal Finance (then operating under the Cetelem brand) from 2001 to 2011, before becoming deputy head of brand, communications and quality for the BNP Paribas Group in 2012.



**Stefan Nünlist**  
Head of Group  
Communications,  
Swisscom  
Start: Autumn

## New head of group communications at Swisscom

Swisscom has announced the return of Stefan Nünlist as head of group communications. In his new role, he will be a member of the management board of Swisscom Switzerland. The management of this division includes overall responsibility for public relations, internal communications, public affairs and corporate responsibility. Stefan is currently head of corporate communications at UBS Switzerland. From 2010 to 2012 he was head of communications and public affairs at SBB AG, prior to which he spent around 10 years as Chief Communications Officer at Swisscom Ltd.



**Paul Mylrea**  
Director of  
Communications,  
University of Cambridge  
Start: Autumn

## New Director of Communications at University of Cambridge

The University of Cambridge, the second-oldest university in the English-speaking world, has appointed Paul Mylrea as their new director of communications. Most recently director of public affairs for the BBC, he has held major communications leadership roles at Oxfam, Transport for London and the Department for International Development. During his time at Transport for London he led the communications response to the 7th July bombings, for which his team won the Chartered Institute of Public Relations Crisis Communications Award.



**Anne Bast**  
VP, Corporate  
Communications,  
Volvo CE  
Start: July

## New role for Bast at Volvo Construction Equipment

Following international positions in Europe and Asia, most recently as vice president of communications in Asia Pacific, Anne Bast has been assigned to Volvo Construction Equipment's EMEA organisation as vice president of corporate communications. As part of the local executive management team, she will help drive both internal communications and press relations for the region, as well as continuing to develop corporate communication standards and practices for communications across both the sales and manufacturing businesses.



**Claire Fraser**  
Head, Marketing and  
Communications,  
Baring Asset Management  
Start: August

## Claire Fraser communicates for Baring Asset Management

Baring Asset Management has appointed Claire Fraser as head of marketing and communications, following Ian Pascal's exit. Fraser, who has been at the group since October 2010, is based in London and reports to David Brennan, chairman and chief executive of Barings. Fraser joined as head of EMEA marketing and had already been promoted to global head of distribution marketing. Prior to this she was associate director at Insight Investment, having previously held senior marketing roles at Charles Stanley & Co Ltd and HSBC Asset Management.



**Stefania Galli**  
Marketing & Commu-  
nications Worldwide  
Advisor,  
Quadro Vehicles  
Start: June

## Stefania Galli joins Quadro Vehicles

Quadro Vehicles SA, the trading company of Quadro Technologie Srl, has announced the appointment of Stefania Galli who becomes responsible for developing and coordinating all marketing and communications activities for the launch of the brand internationally. Stefania Galli has previously held positions at Yamaha, MBK and Moto Guzzi. In 2006, she changed career direction, embarking on new projects within the worlds of sports, luxury, art and fashion, before returning in 2010 to develop the worldwide communication launch of Headbanger Motor Company.

# Personnel



**Fiona Harris**  
Director of  
International PR,  
Corinthia Hotels  
Start: July

## Corinthia Hotels appoints new Head of International PR

Corinthia Hotels has appointed Fiona Harris as its director of international public relations. In this newly created role, Fiona manages the hotel group's international public relations strategy and teams as Corinthia continues to build on its brand in major cities around the world. Harris will also take direct responsibility for all public relations matters at the Corinthia flagship hotel in London, where she is based. She joins Corinthia Hotels following a successful career in travel and media spanning 23 years, having worked in London and overseas.



**Jennifer Casimir**  
Head of Communications,  
Burgundy Paris,  
Start: July

## Casimir appointed to Burgundy Paris

Jennifer Casimir has been appointed as head of communication and marketing at luxury Paris hotel Burgundy Paris. Jennifer began her career in the luxury Hotel de Crillon as communication assistant. She then earned a MBA in Communication and Event Management at L'école des métiers de la communication (EFAP), before joining the public relations team at the department of communication of Siemens France.



**Andrew Roache**  
External Communications  
Manager  
Carlsberg UK,  
Start: July

## Andrew Roache joins Carlsberg UK

Carlsberg UK has appointed Andrew Roache as its new external communications manager, with responsibility for all corporate communications, corporate sponsorships and events. He is based at the company's head office on the landmark brewery site in Northampton. He joins from Mitchells & Butlers, the UK's biggest managed pub and restaurant operator, where he held the position of external communications manager for six years. Roache replaces Joanna Dring, who has been promoted to international brand PR manager for the Carlsberg Group in Copenhagen.

[Read more](#)

# Events

5.12.2013 – Postpalast, Munich

## European Excellence Awards

With a submission deadline of October 10, the 2013 European Excellence Awards will be held in Munich's elegant Postpalast on December 5. European companies, consultancies, associations and NGOs are all invited to take part in this celebration of the best of European communications. [Read more](#)



## 19-23.08.2013 – Media Evolution, Malmö Media Evolution: The Conference

The focus of this annual conference is on factors that affect all media businesses; the goal is to get a cross boundary discussion going between the different industries. Bringing the big societal questions to the table, the 2013 edition of the conference is expanding and will span over five days of master classes, discussion forums, parties and other events, culminating in a 48-hour intense conference experience. [Read more](#)

## 22-23.08.2013 – Maritim Hotel Berlin Communication for EU Funds 2014-2020

The European Academy for Taxes, Economics & Law organise this Advanced Summer Workshop on the new EU requirements for communication strategies for EU Funds for the programming period 2014-2020. Discover what these new requirements mean for your future communication activities and acquire detailed knowledge of evaluation methods. [Read more](#)

## 05-06.09.2013 – Crowne Plaza, Prague Reputation Management

Quadriga University's second conference on Reputation Management invites you to Prague to discuss crisis prevention through stakeholder alignment, with a special focus on recovery after crisis, optimising relations with stakeholders and redefining reputation in the current economic context. An international line-up of guest speakers will share their expertise on managing reputation in the 21st Century. [Read more](#)

# Jobs

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## Global PR Director

**Location:** Billund, Denmark

**Lego**



## Head of Communications - Customer Solutions Group

**Location:** London, UK

**RBS**



## Senior Manager Employee Communications

**Location:** Dublin, Ireland

**eBay**

## Corporate Communications Director

**Location:** Paris, France

**Sunpower**

## Communications Manager

**Location:** Hamburg, Germany

**Facebook**



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