

## Executive Leadership Communications Consulting

### Framework, Process, and Fees

A marketing, branding, and communications advisory partnership that will help you identify and effectively communicate the **heart** of your organization's vision and purpose to re(ignite) your team's energy in achieving it!



#### Success Outcomes:

- Reconnect to the heart of your own motivation, vision, values, passion, and purpose.
- Clarify the heart of your organization's vision, mission, purpose, and raison d'être.
- Focus on knowledge of and insight into the audience(s) for whom communications are needed and why.
- Identify and confirm your success criteria: the outcome and results your communication must deliver (i.e., create clarity and understanding in the marketplace; give direction and confidence to key investors and stakeholders; motivate, engage, and inspire the performance of people; attract and retain top talent).
- Craft your *Most Compelling Narrative (MCN)*.
- Gain the support of key stakeholders, early adopters, and message ambassadors.
- Shape and master your communications strategy (mediums, timeline, event, opportunities, critical sponsors).
- Map out your communications campaign (what message, to whom, when, and how).
- Recruit and align talent and resources for a successful roll-out and specific, measurable results.

#### First Steps:

- Initial Session to share with the coach your organization's vision, mission, values and purpose and what you know about your personal vision, mission, values and purpose.
- Discuss and confirm the scope of work. Statement of Work sent for approval.
- Workback schedule prepared and shared. All known consulting sessions are scheduled.

**Investment:** \$30,000 - \$60,000 USD (based upon exact scope of work)

### Executive Leadership Communications Coach:



**Susanne Biro** is a coach to C-suite and executive-level leaders. For over two decades, Susanne has advanced the communication skills of senior-level leaders in some of the world's best companies. Her education, experience, and expertise lies in marketing, branding, advertising, communications, C-suite and executive level leadership coaching, and keynote speaking and writing. Susanne is a senior facilitator, executive team development program designer, *Forbes* and *CEO Magazine* contributing writer, and a TEDx and keynote speaker.

*"It was a privilege to have Susanne work with my C-level clients at our annual Strategic Leadership Forum event held at Pebble Beach, CA. Her dynamic and engaging communication style combined with her outstanding leadership insights produced a very valuable session that my clients still talk about! Susanne is able to emphasize leadership principles and best practices in a very human way. Also, her preparation for the event was outstanding. She took great care to make sure that her message was relevant to the group. During her session, she connected incredibly well with a group of leaders she had never met before which was very impressive to see. I would highly recommend Susanne." – Mark Sievwright, renowned financial services industry expert and thought-leader, co-author of Digital Life*

*"Susanne recently spoke at a virtual leadership summit hosted by my organization, including over 300 senior leaders, and she stole the show. Her keynote was filled with a simple, incredible, actionable message, and her energy kept everyone at the table wanting more. Susanne was a pleasure to work with leading up to the event and I would wholeheartedly recommend her as a speaker and facilitator for any leadership event. We look forward to working with Susanne again soon!" – Alisha Reynolds, Vice President, Legal Counsel, Sandman Hotels, Northland Properties*

*"Through her unique and genuine approach, it felt like Susanne was talking with us – not to us. She posed questions to the audience of 300 women that made us all reach in deep inside and uncover the truth. Susanne is a brilliant speaker and a gracious human being." – Patricia Kelly, Gala of Grace Event Director and IF Communications Partner*

*"Over the last 6 years, it has been my pleasure to curate the School's TEDx event. I have had the luxury of working with notable authors, actors, intellects and entrepreneurs of all kinds. Susanne was one of the best I have had the pleasure of collaborating with. She is conscientious in her approach both in terms of developing the deliverables but perhaps more important, in the care she takes to ensure her messaging is relevant and resonates with her audience. She brings her ebullient spirit to bear on the subject and works diligently to deliver an authentic experience. I think she's aces, as they said in the 20s, and wouldn't hesitate to recommend her as a speaker or a consultant." – Ian McPherson, Director of Communications and Marketing, Brentwood College School*