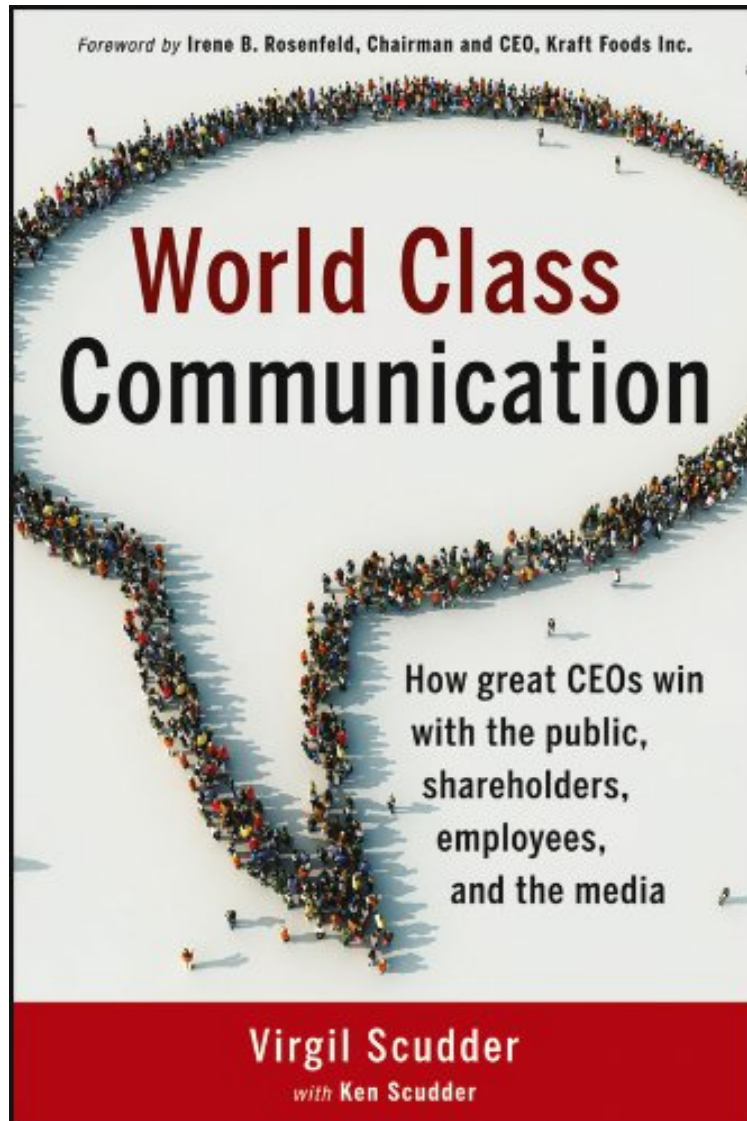


[PDF] World Class Communication: How great CEO's win with the public, shareholders, employees, and the media

World Class Communication: How great CEO's win with the public, shareholders, employees, and the media

Virgil Scudder, Ken Scudder

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Virgil Scudder, Ken Scudder : World Class Communication: How great CEO's win with the public, shareholders, employees, and the media before purchasing it in order to gauge whether or not it would be worth my time, and all praised World Class Communication: How great CEO's win with the public, shareholders, employees, and the media:

0 of 0 people found the following review helpful. You need this book... Especially if you think you don't!By pgAZI've

had the honor of receiving direct media training from the Author and he is a real pro. If you haven't been "Scudderized" (as we internally referred to graduating from his training), you should definitely read this book. If you have, like me, seen his talent close up and want more great and practical "use it now" advice from this talented individual, read this book. If you don't think you need this advice and are pretty sure you have it all under control because you are some sort of natural leader and public speaker? God help you. You NEED to read this book. 2 of 2 people found the following review helpful. This is a MUST read for every CEO, manager, pr and ir consultant

By Ellen Crane
Every day the news media cover stories about corporate and political leaders who stick their feet in their mouths and have to spend months unraveling the damage. Remember BP? Now, one of the top media trainers in the world, has revealed all of his secrets in this practical, interesting and thorough book on communication. Anyone who has to deal with the public, employees or shareholders should read this book, including CEOs of large and small companies, managers, public relations and investor relations professionals. I was surprised that it includes so many practical tips and real life examples. Plus, it's a quick and easy read. I plan on buying it for all of my clients and keeping it my library as a reference book.

0 of 0 people found the following review helpful. One To Keep on Your Bookshelf

By Thomas
This is a book effective leaders, or those aspiring to be, will return to time and again -- a valuable reference tool covering essentials, individual plans of action, and detailed real-world specifics and insights every leader needs in any given crisis. Author Virgil Scudder has apparently been at this long enough to know there's never a "quick fix" when any organization is confronted with a crisis, and the career of any leader who looks for one is destined to be the ultimate casualty. The "Scudder Method" is a concise and practical approach; never talking down to the reader, but not afraid to confront the sort of mistakes too often made by individual executives or corporate groupthink.

Proven advice for communicating effectively before the media, customers, employees, and investor relations Many executives focus too narrowly on the financial side of their business and neglect the importance of communicating with their employees, the media, and the public. World Class Communication equips you with crisis lessons, procedures, and examples that could help your company save millions of dollars through proper preparation and response. The must-have book every CEO needs, World Class Communication is packed with examples of good and bad handling of countless situations and expert instruction on how to manage them without breaking into a sweat. Reveals the keys to successful shareholder communication Tips for winning in the media; every time out Expert tips for developing powerful public speaking techniques Discover how to rally employee support and performance through communication There is a great, and often irrational, fear of the media among CEOs, with too few executives truly knowing how to deliver a message effectively in an interview. World Class Communication delivers the necessary tools and techniques you need to communicate your message to your target audience; from shareholder meetings to corporate communications to handling crises.

From the Inside Flap
As the "face" of a company, the CEO has to communicate successfully with diverse audiences. Many people and organizations can have an impact on a company's fortunes, including shareholders, the media, employees, unions, and government. Not surprisingly, those CEOs who communicate best tend to have the longest tenures and the greatest success on the job. World Class Communication is a valuable guide for any CEO who wants to win with all audiences. It is also essential reading for any executive who wants to rise through the ranks and for those who help guide their careers. For over thirty years, author and media trainer Virgil Scudder has coached and counseled CEOs from scores of organizations, from their greatest successes to their worst high-profile crises. World Class Communication captures these lessons and illustrates them with real-life examples drawn from the author's experiences. Emphasizing the communication responsibilities of the C-Suite; including public speaking, media appearances, internal communication, and investor relations; World Class Communication explores: The effective Scudder Method, and how to apply it successfully to nearly every communication situation Cultural sensitivity and why it is critical to success in a global economy Why the wrong choice of words can be damaging to a leader's image and effectiveness The power of an apology and how it sets the stage for healing and moving forward Why communication with investors and employees must be clear, concise, credible, and delivered with confidence The importance of media interviews/training Why taking questions after a speech builds a bridge between you and your audience and creates goodwill for the company How to handle the inevitable crisis that is often the supreme test of your leadership How to prepare for government hearings, the toughest arena for an executive Featuring extensive interviews and detailed case studies; including Gillette, BP, Kraft, UPS, and Avon; this book provides examples of best practices and lessons learned to help you optimize your career and your organization's good standing. Each chapter concludes with a series of tips to show you specific areas that need to be considered in all aspects of leadership communication. Communicate clearly, confidently, and memorably with the valuable, real-world instruction found in World Class Communication.

From the Back Cover
Praise for World Class Communication "Virgil Scudder was my go-to trainer, coach, and presentation guru whenever I wanted to put my best foot forward as a CEO. The Scudder Method works for giving confidence, power, and persuasiveness to any communicator. The skill that he brings to his one-on-one training sessions is now available in his exceptional book that's as insightful as it is practical.

It's a step-by-step guide that covers all the bases to achieve world class communications success." mdash;James M. Kilts, former chairman and CEO, The Gillette Company "Virgil's formula for success is laid out with clear language and dynamic storytelling. You can put a price tag on the book, but not on the advice. Virgil's communication strategy is a must-read for the prepared, effective executive." mdash;Larry J. Merlo, President and Chief Executive Officer, CVS Caremark Corporation "Virgil Scudder is a true communications professional. He understands that brevity, clarity, body language, and the ability to convey ideas through storytelling are all critical to great communicators. The best communications education is to have Virgil as an instructor . . . but this book is a close second!" mdash;Glenn A. Britt, Chairman and CEO, Time Warner Cable Inc. "Here's what makes Virgil Scudder's World Class Communication such an important book: First, it is a practical guide that can be put to immediate use. Second, it covers all the basesmdash;the chapter headings alone provide a concise summary of the tools, situations, and skills a successful CEO must master. Scudder's book will be valued alike by the aspiring CEO, the recently elected politician, and the seasoned executive who wants to take stock of her methods." mdash;William M. Murray, CAE, President and Chief Operating Officer, Public Relations Society of America "Virgil and I have worked closely together advising CEOs who have had to face withering fire from all quarters. If you asked them today who they want in the trenches next to them, they'd holler for Virgil Scudder." mdash;Graham Canning, Chairman, Cannings Advisory Services, Australia "All of our clients use Virgil Scudder's proven and tested techniques to convey their messages expertly and confidently. Virgil's technique is universal. The key is being able to share one's agenda with clarity, consistency, and credibility, whether at an interview or sharing your message with your respective stakeholders." mdash;Art Thamboo, Managing Director, Eric Pringle Associates Public Relations, Kuala Lumpur, Malaysia

About the Author VIRGIL SCUDDER, president of Virgil Scudder Associates, has trained and counseled heads of major corporations for over thirty years, serving in two dozen countries on five continents. Often referred to as "the dean of media trainers," he is a prolific writer and speaker. From his New York base, he regularly comments on current management issues on his blog and in his quarterly column, "In the C-Suite," which appears in each issue of The Public Relations Strategist. KEN SCUDDER is a writer and communication trainer and consultant. He cofounded Virgil Scudder Associates in 1990 and, along with having bottom-line responsibility for the office, has conducted media, crisis, and presentation training programs in the U.S., Africa, and Europe.