

## The biggest challenges when communicating with or presenting to the C-Suite

Knowing the right place and time to deliver **37%**

Thinking like a "C" **25%**

Gauging their individual communication styles **18%**

Being prepared for their responses **13%**

## Does your program/initiative have an effective communications component? If so, what have been your biggest successes?

- 7%** Communication among internal clients more effective
- 7%** Key Performance Indicators in solid and in place
- 13%** My company better understands my dept. and its role in our success
- 13%** My dept. continues to evolve as a result of C-Suite support
- 56%** We are still in the process of defining the components

## BEST PRACTICE

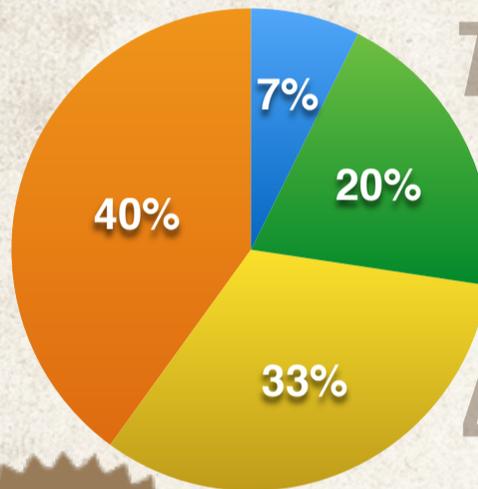
### DO THIS

- Show the Business Impact
- Be Direct
- Be Transparent
- Stay Focused on Facts
- Be Human & Authentic
- Provide a Call To Action
- Stay Objective

### DON'T DO THIS

- Assume They Already Know
- Give Too Much Information
- Try and Hide Deficiencies
- Share Your Opinions
- Be a Robot
- Be Ambiguous & Unfocused
- Take Things Personally

## If NOT, what would be most beneficial to you in a session on effective C-Suite communications?



- 7** Sharing my strategies to make sure I am on the right track
- 20** Learning from others how they have accomplished it
- 33** Identifying the steps to creating it
- 40** Learning specific best practices (tips & tricks)

## BEST PRACTICE

Know Your Key Performance Indicators

## TIPS & TRICKS

## BEST PRACTICE

Presenting Your Business Case

Key performance indicators (**KPI's**) define a set of values used to measure against. These raw sets of values, which are fed to systems in charge of summarizing the information, are called indicators. Indicators identifiable and marked as possible candidates for KPIs can be summarized into the following sub-categories:



- Quantitative Indicators** that can be presented with a number.
- Qualitative Indicators** that can't be presented as a number.
- Leading Indicators** that can predict the outcome of a process
- Lagging Indicators** that present the success or failure post hoc
- Input Indicators** that measure the amount of resources consumed for outcome
- Process Indicators** that represent the efficiency or the productivity of the process
- Output Indicators** that reflect the outcome or results of the process activities
- Practical Indicators** that interface with existing company processes.
- Directional Indicators** specifying whether or not an organization is getting better.
- Actionable Indicators** are sufficiently in an organization's control to effect change.
- Financial Indicators** used in performance measurement and operating index.

### DEFINE the problem, the opportunity, the breadth and scope

- Identify your program core competencies
- Identifying key drivers of change for business
- Identify key partnerships with internal/external stakeholders
- Select an executive sponsor

### MEASURE the current state of spend, processes, policies/staff

- Conduct internal stakeholder interviews and surveys
- Compile and analyze historical data
- Research data available from suppliers

### ANALYZE the opportunities

- Identify process efficiencies
- Plan risk management methodologies
- Discover cost savings and avoidance opportunities

### BUILD the framework for the program

- Engage team in review of research findings
- Analyze return on investment/involvement (ROI)
- Share how training can drive cost savings and efficiencies

### IMPLEMENT the Program/Initiative

- Educate, market, maintain and improve the new environment
- Display the maximization of value via ongoing communications