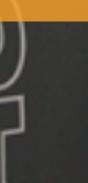
## 9TPSON HOWTO WORK WITH YOUR COMMUNICATION TO MAKEADIFFERENCE



- Don't underestimate the value of keeping track of which people you choose to present.
- Create KPIs and measure your progress!
- Who is visible? And who ISN'T?





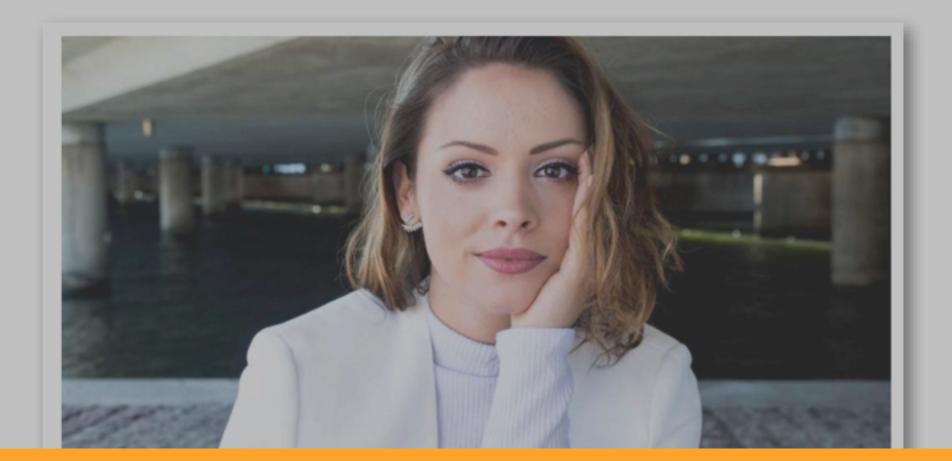
- Find editorial themes that help you fulfil your strategy.
- Create your own lists, prizes and events. They boost familiarity with your organization and generate credibility.



- Dare to care! There are all kinds of ideas and opinions in your organization. Don't simply choose the safe option; rather, let people who own the issues internally take precedence over those with a higher position or rank.
- The people you choose to showcase say a lot about you as a company!
  It really does matter which people you choose to make visible.



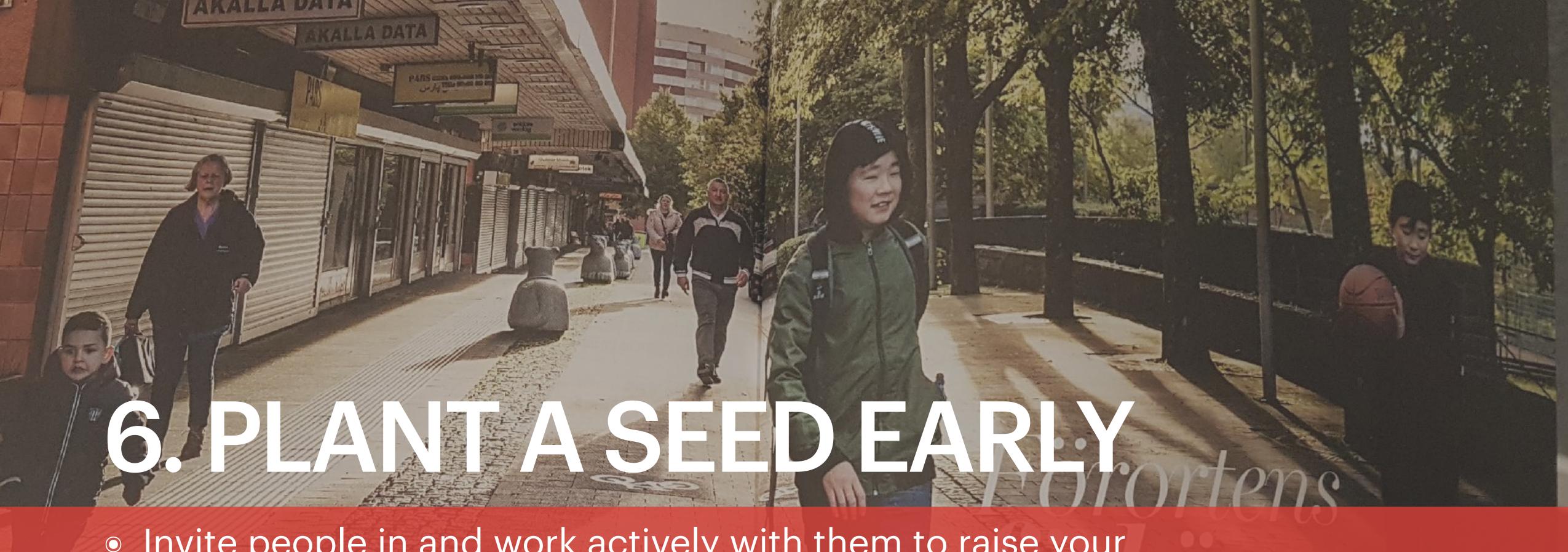
- Find out who your internal experts are. Don't be afraid to highlight them. They constitute an invaluable resource!
- Dare to choose atypical people who may not be used to communicating. Help them with that part.
- External experts? Choose others than the "usual suspects" and the best-known/established names.
- Stick to your guns the example/story/person is out there.





# 5. PROACTIVELY KEEP AN EYE OUT FOR SMART PEOPLE!

- Which external experts do you want to be associated with and perhaps work with? Imitate? Invite in for an inspirational talk? Include in panel debates? Employ? Keep an eye on news feeds and social media, check out lectures, etc.
- Continuously seek out people to collaborate with. That way you can act quickly when the opportunity to work together appears. Or have the best possible experts at your event. That's how new ideas are born which will help your company shine.



- Invite people in and work actively with them to raise your profile among other/new groups.
- Let employees be mentors. Welcome study visits. Get involved in initiatives such as My Dream Now, Mentor Sverige, ÖppnaDörren, United Invitations. And offer your contact details to make things easier for young people seeking summer jobs.



#### 7. WATCH OUT FOR PITFALLS!

Think about how you highlight people.
 How do you portray them – in which contexts/on which grounds?
 How do they appear in photos?

Download the guide: <a href="mailto:spoonagency.com/news/10574/">spoonagency.com/news/10574/</a>



#### 8. CREATE NEW NETWORKS.

 Don't underestimate the importance of being present in new contexts, taking time to attend different events, or visiting interesting parties/schools/ hubs. Simply being on site – and being seen there – makes you more credible. You can pick up on new needs and thoughts at the same time as highlighting the image of your company among new groups.



 Remember that diversity also has to do with young/old, born here/born abroad, urban/rural, head office/local branch, etc.

SOURCE: : ÅHLENS FASHION CAMPAIGN FROM 2017 – BREAK THE CLOTHING POWER STRUCTURE

### ASK ME!



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