



Accelerate

The Deloitte Chief
Communications Officer (CCO)
Transition Lab

A moment that matters

As a Chief Communications Officer (CCO) or Communications Executive, how do you respond in the face of any major challenge? You plan. You prepare. You plot. You get creative. That's what Communications Executives do. Ideally, you also take time to talk to peers who have faced similar challenges, analyze your team, identify obstacles, and fine-tune your strategy.

That kind of preparation could take weeks or months. But today, it has to happen fast. Because new competitors, disruptive channels, and stakeholder demands for responsiveness don't wait for anyone. Today, all are unfolding at lightning speed.

An opportunity to accelerate

At Deloitte, our mission is to help executives thrive and accelerate in times of change. So we've designed an experience that brings together what might take months of planning and research into one intense, productive, and confidential day for you.

The CCO Transition Lab helps prepare you for the full range of roles you'll need to play—from pushing forward new thinking and driving innovation to safeguarding the brand and building new communications capabilities.

The day culminates in the creation of a custom-built roadmap centered on your top priorities as well as specific actions for talent and stakeholder management.

An integrated approach

There are many people working on discrete aspects of your business. Strategy. Digital. Talent. Technology. Creative. Marketing. Risk.

Unlocking your ambitions requires an integrated plan that touches and influences all aspects of the organization. You need to know how decisions in one area will affect outcomes in another—and how other leaders will respond.

You are at a moment that matters. Learn more on how Deloitte's CCO Transition Lab can help you with an integrated approach and ultimately accelerate in this moment.

Your day in the Transition Lab

Aspirations and legacy

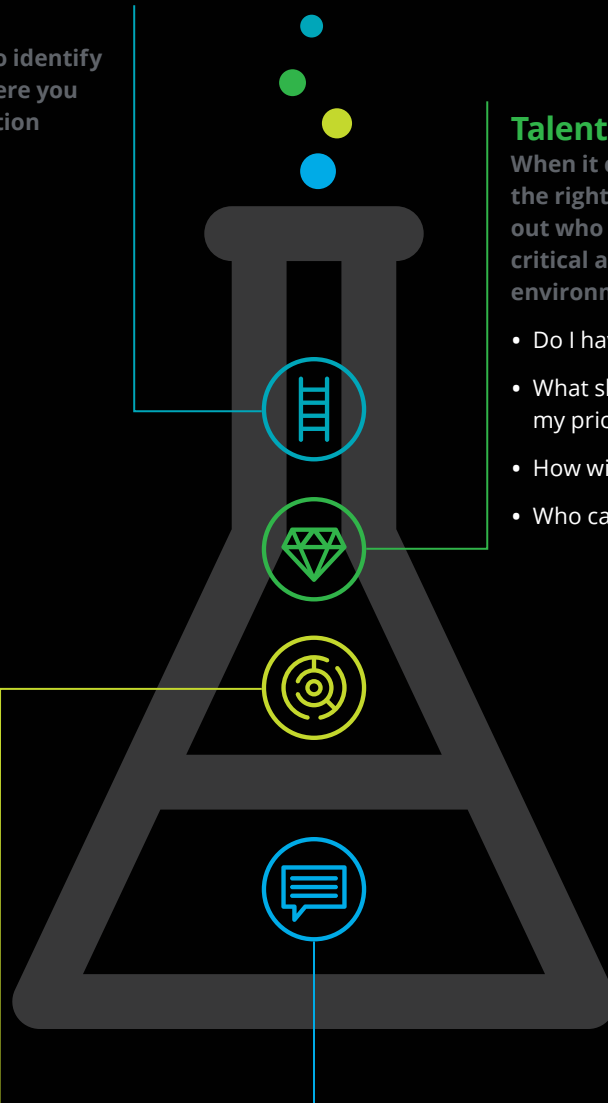
To leave your mark, you first need to identify your goal. It starts with aligning where you want to go with where the organization needs to be.

- What do I want to be known for?
- How will I champion innovation?
- What do I want my legacy to be?
- What will prevent me from reaching my goals?

Strategies and priorities

As a CCO in transition, there are endless demands on your time. The Deloitte Transition Lab will help you work through four key areas that impact your success.

- How do we take advantage of innovation and new business models to drive strategic communications?
- How do we transform the way we do business with forward-thinking communications strategies?
- What are the right capabilities to deliver strategic communications and marketing in an efficient and effective manner?
- How can we tell effective stories to shape and safeguard the company's brand and identity?



Talent and skills

When it comes to talent, you have to place the right people in the right seats. Figuring out who will advance your priorities is critical and needs to occur in an unbiased environment.

- Do I have the right team?
- What skills does my team need to move my priorities forward?
- How will I attract and energize talent?
- Who can I develop vs. replace?

Influencers and stakeholders

Actively managing your stakeholders will be key to accomplishing your priorities and ultimately your long-term goals. You'll identify your key stakeholders and develop a plan to connect and tackle the challenges you'll face with them.

- How do I find alignment with my stakeholders' goals?
- Which stakeholders are likely to support me? With which stakeholders do I need to focus on strengthening relationships?
- How can I galvanize my network to support my priorities and strategy?
- How do I adapt my approach and leadership style to influence various stakeholders?

Let's talk

Deloitte's CMO Program supports CMOs and marketing executives as they navigate the complexities of the role, anticipate upcoming market trends, and respond to challenges with agile marketing.

Deloitte's exclusive CMO Program empowers executives to:

- Deconstruct top marketing challenges through expert support and research
- Connect with powerful marketing allies to provide fresh perspectives
- Prepare for success through thought-provoking transition programs

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