

MEMO

To: Charlie Echo Oscar, CEO
From: Sameerah Ahmad, Consultant
Date: 6/6/2017
Re: Leveraging the CCO Function

The Chief Communications Officer (CCO) builds connections to influence attitudes and actions. CCO's practice counseling, collaboration, and coaching, among other functions. As a connector, the CCO is able to offer a generalist perspective. CCO accountabilities embrace flow of information, stakeholder perceptions, and workplace culture.

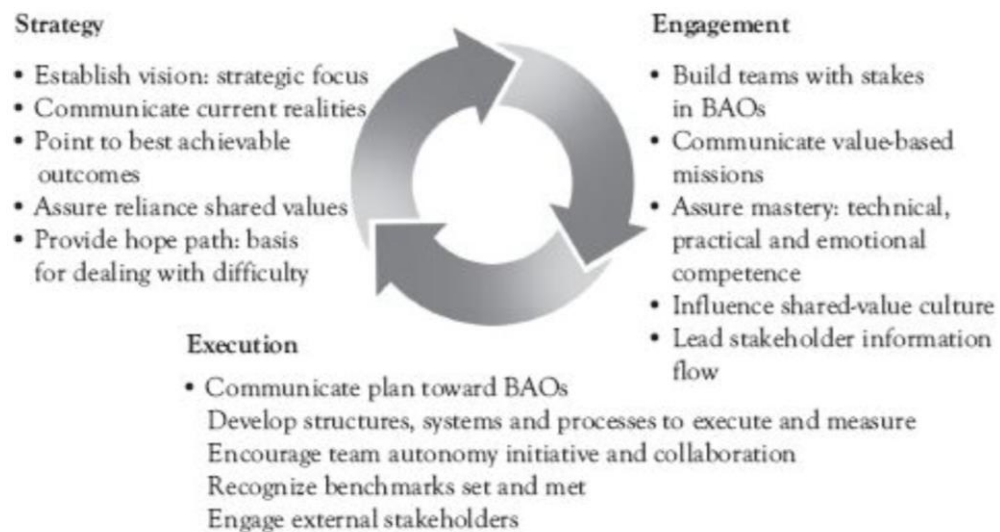
The CCO's leadership communication process can ultimately support the functions of the Chief Executive Officer, Chief Financial Officer, and General Counsel:

CEO – Maintain a big-picture perspective and provide input on the factors that compare contextual risks and rewards. Promote organization-wide communication processes and consistency with shared values, including a positive workplace culture. Ability to speak "truth-to-power" while practicing appropriate context, content, and tone.

CFO – Identify, build, and sustain relationships with key financial stakeholders. Assist with timely and transparent communication within and across departments and employees. Support the flow of strategic interactions to satisfy interests. Help to translate and distill internal financial data for shareholders and public consumption when needed.

General Counsel – Strengthen risk management by strongly and authentically communicating shared values both internally and externally. Identify information useful to legal needs and processes. Ensure that internal and external communications are legally compliant. Awareness of best public relations practices in crisis management.

So how is this all achieved? Ultimately, the CCO facilitates the leadership communication process through three (3) interrelated phases:



Questions or comments regarding this memo can be directed to sahmad32@mail.depaul.edu
Reference : Bruce Harrison & Judith Muhlberg's "Leadership Communication..."