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# About Page

June 24, 2021

**Roger Bolton**  
President, Page



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ARTHUR W. PAGE SOCIETY

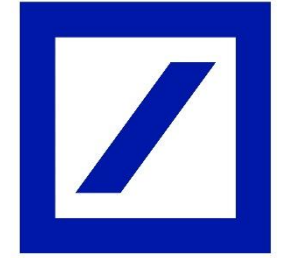


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Google

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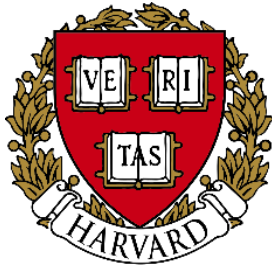
WORLD  
ECONOMIC  
FORUM



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# What We Believe

## THE PAGE PRINCIPLES

- Tell the truth.
- Prove it with action.
- Listen to the stakeholder.
- Manage for tomorrow.
- Realize a company's true character is expressed by its people.
- Conduct public relations as if the whole company depends on it.
- Remain calm, patient and good-humored.





## ARTHUR W. PAGE

**“Public relations is  
90 percent doing and  
10 percent talking  
about it.”**





# Page Thought Leadership







- 2007 ● **The Authentic Enterprise**
- 2012 ● **Building Belief (The Page Model)**
- 2016 ● **The New CCO**
- 2019 ● **The CCO as Pacesetter**



**We talked to more than 200 communications leaders around the world.**

- 150+ Companies
- 25 Industries
- 28 Cities
- 15 Countries



# Our Learning Journey – Global Survey

## Distribution Partners

- Aberje (Brazil)
- Adfactors (India)
- APACD (Asia Pacific)
- Corporate Excellence (Spain and Latin America)
- EACD (Europe)
- Entreprises et Médias (France)
- Harbour Club (Switzerland)
- MEPRA (Middle East)
- Suqin (China)

## Scope:

- 171 respondents
- 16 Countries
- 20+ Industries



Special thanks to APCO Worldwide for  
conducting this research on behalf of Page.





- I. The rise of new business models**
- II. New voices call on business to create more than shareholder value**
- III. Data enables deep personalization and the weaponization of information**
- IV. The CEO agenda: transformation amid disruption**



- I. Accelerating digital transformation**
- II. Ramped up expectations for stakeholder capitalism**
- III. Hyper-polarization, assault on truth**
- IV. Workplace challenges, including new ways of working, mental health**

# Four Dimensions of the New CCO



**Societal Value**



**Corporate Brand**



**Corporate Culture**



**CommTech**

# Progression Paths



## 1. Professional



## 2. Pathfinder



## 3. Pacesetter

**Define the commitments, touchpoints and behaviors, shape the story, begin to build stakeholder engagement around it – the first steps of building support and earning trust and reputation.**

**KPIs: Stakeholder support for the company's mission, purpose and values.**

**Begin to build systems and processes that ensure implementation across all operational aspects of the business.**

**KPIs: Metrics that measure uptake of behaviors related to the desired actions.**

**The approach is now part of the fabric of the business, enabling ongoing organizational transformation.**

**KPIs: Metrics that track and report operational, cultural, marketplace and financial business results.**



# New Strategic Plan





# Empowering Members



## **BELONG**

to a global community that is diverse, welcoming and inclusive.



## **CONNECT**

with peers for sharing knowledge and building relationships.



## **INSPIRE**

transformation by creating great content that elevates the role of the CCO.



## **LEARN**

from education programs that teach not just what to do, but how to do it.



# BELONG

## Building the Page Community

- Increase diversity in Page, in Page Up and in the profession
  - Membership, conversations and content.
- Build our membership – strategic, targeted growth.
- Increase the sense of belonging by:
  - Improving onboarding.
  - Engaging the unengaged.
  - Fostering community through member affinity groups by region and industry.





## Enabling Peer Engagement

- Large conferences
- Regional meetings
- Page Conversations
- Page Up Think Thursdays
- Page Up Connect
- Member Match

Number of events	
2017	20
2020	100

Member participation rate		
	2019	2020
Page	46%	51%
Page Up	71%	81%





# INSPIRE

## Creating Transformative Content

- Provide actionable content related to *Pacesetter*.
  - CCO Guides and case studies
- Update *Pacesetter* report with new research
- Provide relevant information about fast-breaking events.
  - The New CCO podcast
  - PageViews and Page Up Picks newsletters
  - Page Turner blog
  - Special resources pages
  - Member-generated research repository





# LEARN Educating the Profession

- **Page Webinars**
- **Page Patrons Webinars**
- **Future Leaders Experience**
- **Page Learning Lab**





## Global online learning program for mid- and senior-level strategic communicators

- Self-paced courses on Page thinking
- Curated content
- Peer community
- Exclusive webinars



# Content “Streams” based on Page thinking and other critical topics

Societal Value

- ASSIGNED: **page** Charlene Wheelless, Chairman. LISTEN TO A PODCAST: Countering systemic racism
- ASSIGNED: Jennifer Temple, CCO HP Enterprise; Torod Neptune, CCO Lawson. WATCH A VIDEO: Practical ways to jumpstart...
- ASSIGNED: **patagonia** Corley Kenna, CCO. LISTEN TO A PODCAST: Activism is good for business
- ASSIGNED: **Southwest** Linda Rutherford, SVP Chief Communications Officer. LISTEN TO A PODCAST: How to Engage on Social Issues
- ASSIGNED: **NOVANT HEALTH** Kati Everett, Chief Communications Officer. LISTEN TO A PODCAST: Coronavirus and the CCO

Focus Areas

- 5 LEARNING EXPERIENCES: Start Here
- 3 LEARNING EXPERIENCES: Brand Stewardship
- 9 LEARNING EXPERIENCES: Corporate Culture
- 12 LEARNING EXPERIENCES: Societal Value
- 8 LEARNING EXPERIENCES: CommTech

- Brand stewardship
- Corporate Culture
- Societal Value
- CommTech
- Issues & Reputation Management
- Internal Corporate Relations
- External Corporate Relations
- Public Affairs
- Team
- Business Skills
- Digital Skills (DMI)
- Future Skills



- Annual subscription for individuals and teams
- Available to non-members beginning soon

**<https://learning.page.org>**

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