

Tips for Bringing Value to Your CEOs

- Help them be successful
- Understand the style of your CEO
- Understand communicating in a long-term strategic way
- Be proactive
- Own the message
- Understand the values and goals of your organization
- Make sure your CEOs are communicating from their strengths
- Ensure your CEOs come across as honest and genuine
- Insist that communications be accurate and truthful
- Be aware of the degree to which people in your company are cynical
- If there's bad news once in a while, put it out there
- Seek honest feedback about communication in the company and deliver it to the CEO — good news or bad

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March 15, 2005