



Why CEOs must be Brand Ambassadors

BY

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The Age of Communication



Choice



Audience



Connect



Driver or Driven?



Competition

Vision will win the War for Talent

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font with a curved orange arrow underneath it, all centered within a white circular background.

CEO: Jeff Bezos
BV: 100,764 \$m



CEO: Mark Zuckerberg
BV: 45,168 \$m

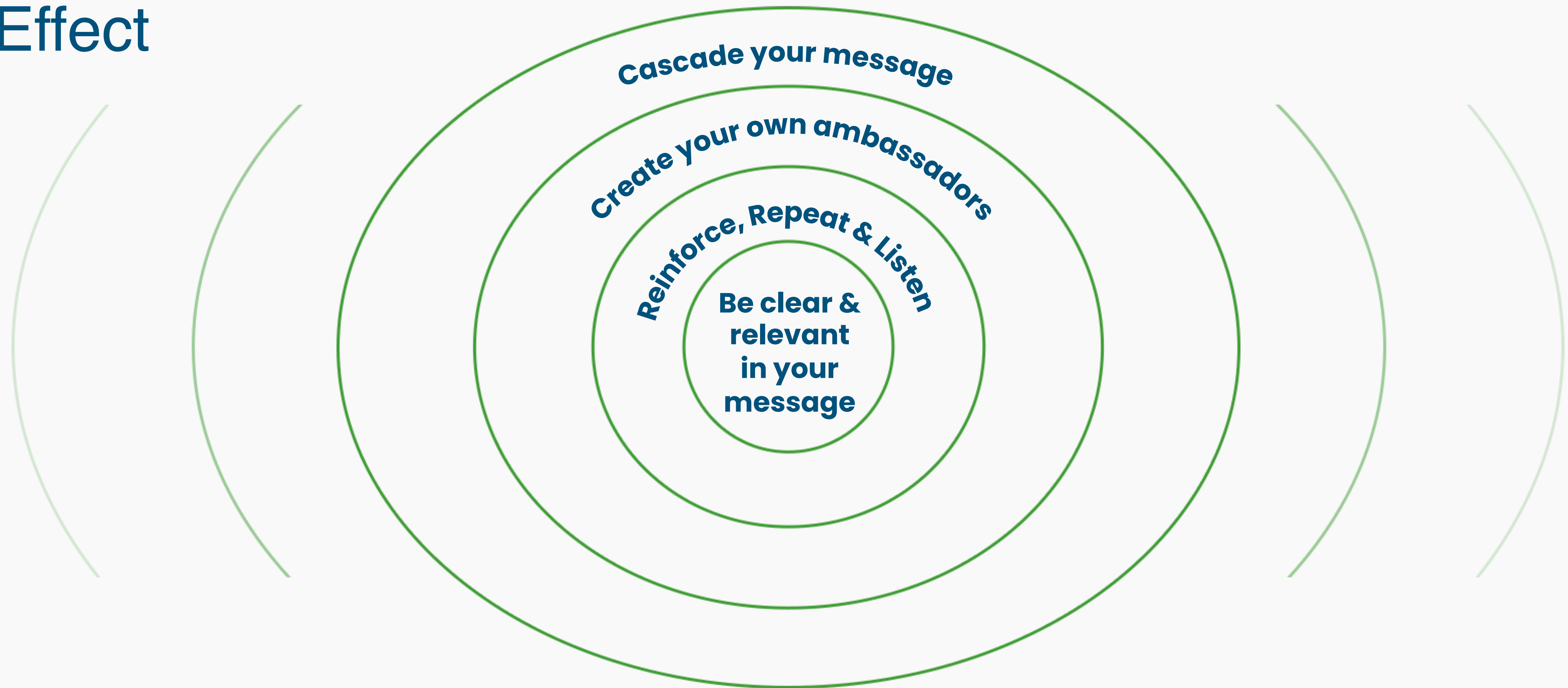


CEO: Tim Cook
BV: 214,480 \$m

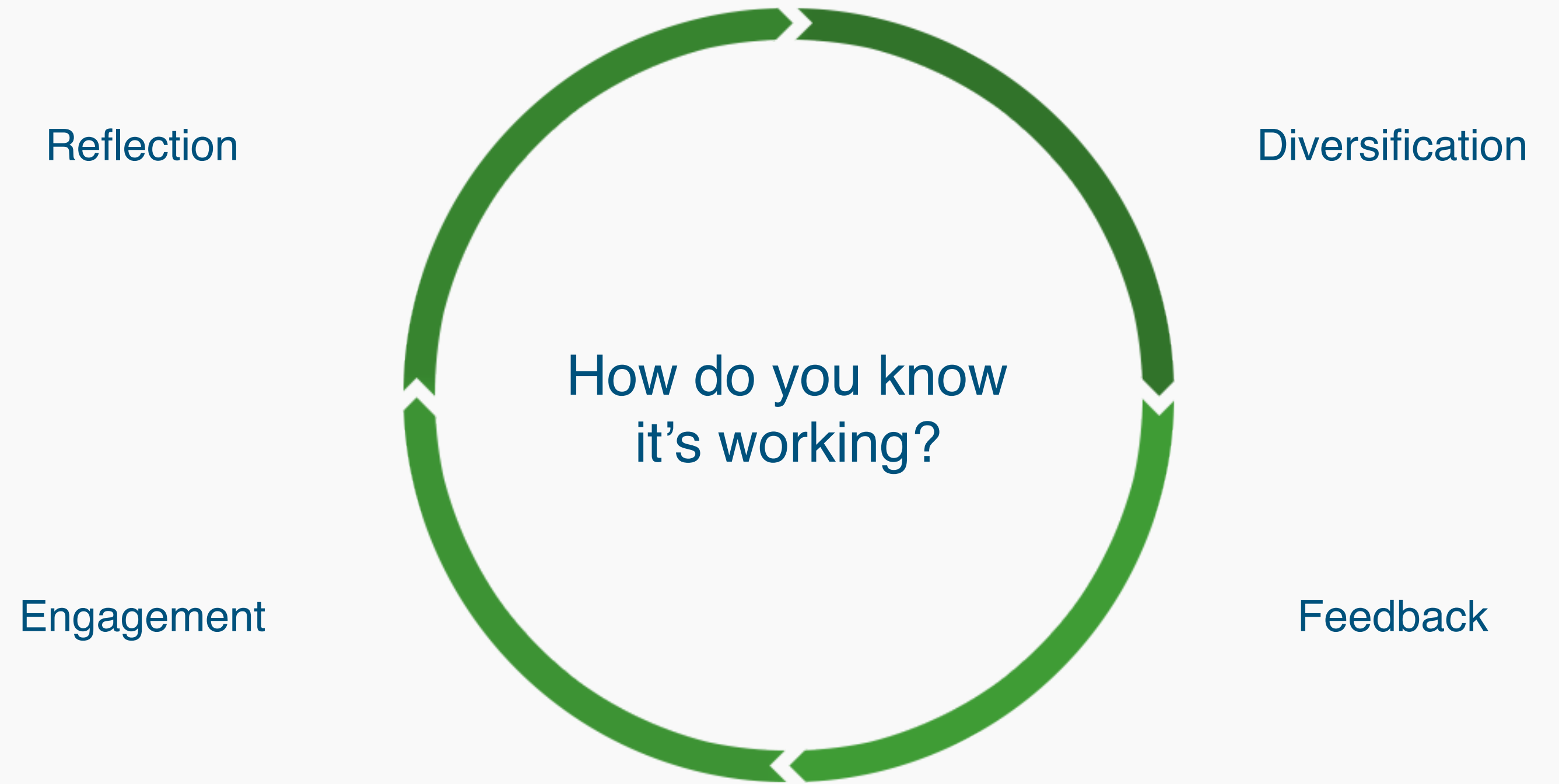
So how do you become a Brand Ambassador ?



The Amplification Effect



How do you know it's working ?



More positive benefits of effective Brand Ambassadorship

Encourages Passion

Discourages Mediocrity

Quiets the Cynics

Discovers your Hidden Stars

Supports Change



Summary

The Age of Communication

Vision will win the War for Talent

So how do you become a Brand Ambassador?

The Amplification effect

How do you know it's working?

More positive benefits of effective
Brand Ambassadorship