

# From adviser to trusted partner



Pelle Nilsson

Acting Head of Group Internal Communications at Nordea.

Founder & Director at Resonance Communications, Working Virtual and Oxcon.

20+ years professional experience with communications, change and leadership.

Chairman at GreenAbout A/S and GreenAbout NEW ApS, Board Member at Danish School of Media and Journalism, Censor at Roskilde University.

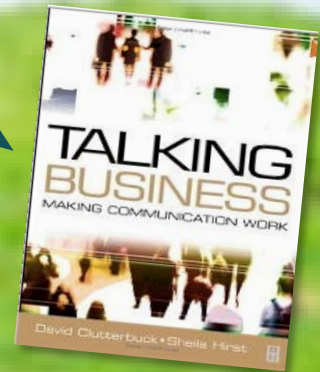
Co-founder and board member of K1 (the new association of professional communicators in Denmark).

Former: CEO at Nordic Communications, Internal Communication Manager at H. Lundbeck A/S, Head of Group Internal Communication at Nordea, Communication Officer, Editor, Associate Professor and Researcher at Roskilde University

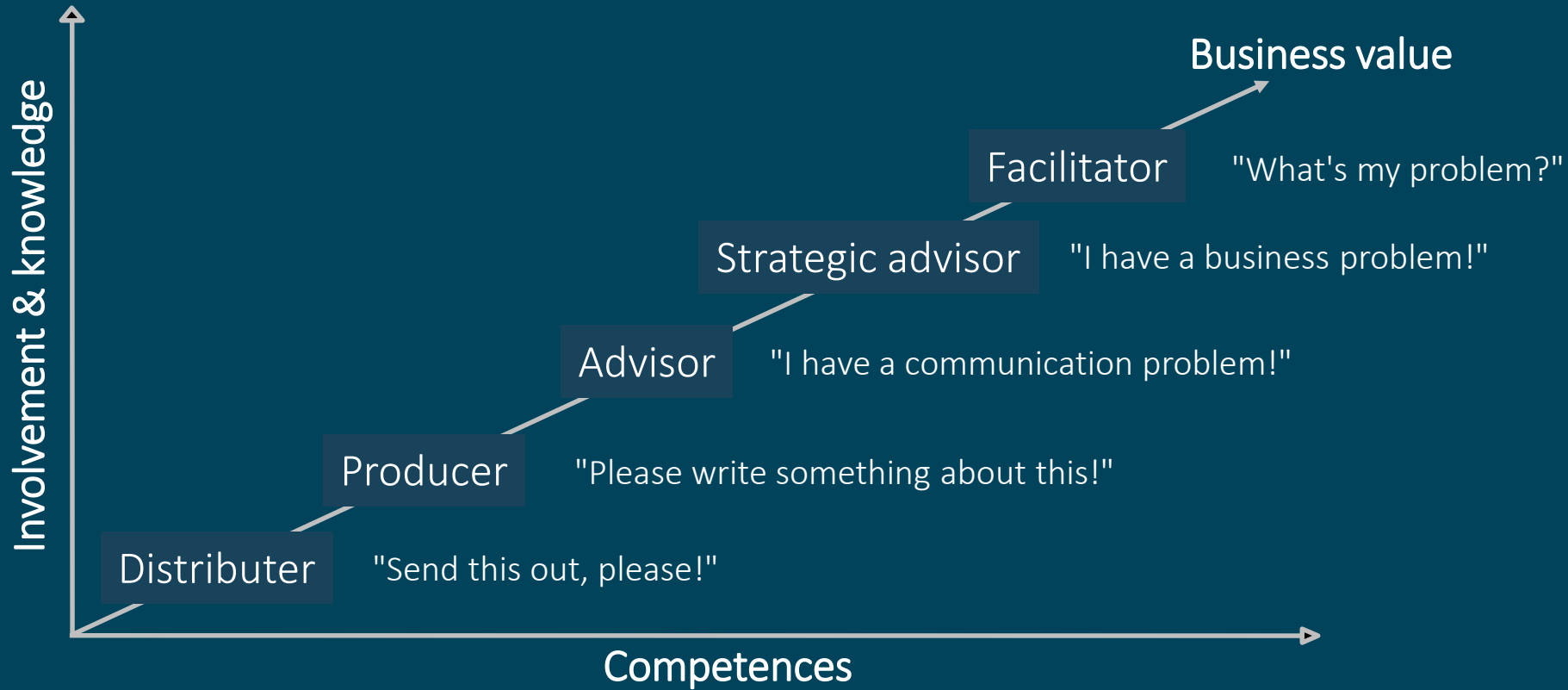
## What better describes your relation with your primary customers?

1. Rare contact – I pretty much define and take care of my communication tasks on my own.
2. Some contact – I'm the one they contact to execute on specific communication tasks.
3. Regular contact – I'm the one they call to give advise on communication challenges.
4. Close contact – I'm part of ongoing conversations about various business and communication challenges.

*"The core lesson, however, is that, like the finance function, most of the impact of the communication function comes not from what it does itself, but from what it enables and stimulates others to do"*



# Communicators value ladder



*“I get involved much too late”*



*“Your success is my purpose”*

# Who is your customer?



What perspective has the biggest impact on your choices and priorities today?

1. The business perspective
2. The idealistic perspective
3. The professional perspective
4. The ego perspective



# Communicators' roles

## Role 1 THE EXECUTER

- Operational responsibility
- Focus on getting the specific delivery right
- Plan, process lead and execute on specific communications tasks
- Takes updated professional skills

## Role 2 THE ADVISER

- Tactical responsibility
- Focus on getting the full communications package right
- Advise on how to solve communications problems
- Takes some years of experience and business knowledge

## Role 3 THE TRUSTED PARTNER

- Strategic responsibility
- Focus on getting the full business solution right
- Engaged in solving customer's challenges (business and personal)
- Takes close, trusted and proven relations



Personal relations



Skilled communicator

Qualities;  
The trusted  
communications  
partner



Business knowledge



Reliable executer

Within what communication partner qualities do you have the biggest development potentials?

1. Communications skills
2. Reliable executer
3. Business knowledge
4. Personal relations (with your key customers)

## Concrete advise (1/2)

1. **Research** – know your customers world, know the business model and key numbers, what keeps your customer awake at night?
2. **Prepare** – never show up unprepared, show that you prepared, call before the meeting and ask about your role in the meeting.
3. **Focus** – decide your targets when talking to customers. Pick your moments carefully.
4. **Result oriented** – talk about goals/effects before methods/ processes. Customers pay us to solve a problem, not to write a text.
5. **Relations** – drink lots of coffee, ask about business, remember birthdays, attend receptions.

## Concrete advise (2/2)

6. **Attitude** – show confidence, never ask about things you could have learned via research.
7. **Constructive** – never ever leave your customer with a problem without a solution.
8. **Expectations** – make sure to fully understand your customer's expectations to you. Follow up on agreements in writing.
9. **Timely** – always deliver on time, show it. Work nights and weekends if you promised too much.
10. **Commitment** – engage in whatever your customer ask for (even though you think he/she should ask for something else).



## It starts with you

1. What personal qualities are you inspired to develop?
2. What key steps will it take?
3. What will be our first actual action to start the change process?

## Wrap up

- As communicators we create business value indirectly
- Our customers judge how much value we create
- Several qualities are needed to be a trusted communications partner
- *Trust* is in the center of all we do

Thank you – and good luck



Resonans Kommunikation  
Vimmelskiftet 41F, 3. og 4. sal  
DK-1161 København K

+45 40 500 250  
pelle@resonans-kommunikation.dk  
www.resonans-kommunikation.dk