

Power of Communications in New Business Ventures

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➤ The Conventional Wisdom and The Truth ...

- Women are more emotional, thus better suited for implementation
- Men are more forceful, hence they tend to seal business deals

However, in reality ...

- Women have equal chances of success in new business ventures as men
- The trick:
 - Understand there is only one set of rules to play
 - Acknowledge communications plays an extremely role in today's business dealings
 - Women are natural-born better communicators – especially now when international business means bridging gaps and reaching consensus

Common Challenges in Business Communications

- Not being heard or acknowledged for their contributions
- Needing others to back their comments in order to be taken seriously
- Being interrupted
- Not being asked for input
- Being seen as emotional under pressure, unable to take the heat in a crisis

During New Business Venturing

Assertive communications has proven to be effective

- It means speaking up appropriately for oneself, while considering the needs, wants and rights of others
- Verbal cues: clear, direct and honest statements of our standpoints and feelings
- The power of “I”
- Need to feel good about ourselves – with self-confidence to adopt this style

Practical Tips: Assertive Communications

- Have an attention-grabbing opening that draws the listeners in – use a personal story, an inspirational quote
- Include a clear and succinct explanation of the purpose of the meeting
- Deliver a set of straight-forward messages that sums up the argument – focus on 2-3 key points, with proof points
- Include a clear outline of how the goals will be achieved
- Anticipate potential questions and prepare answers
- Close with an outline of next steps, timeframes, and available resources

Living Up the Promise: Executing New Business Ventures

- Align business goals to communications objectives – turning into a profit center, creating business impact
- Develop the brand – identify the USPs (unique selling proposition)
- Build the reputation too
- Identify your target audiences – tailor-made messages to individual groups, maintain and enhance relationships
- Adopt an integrated approach – marketing no longer has borders
- Anticipate and prepare for potential issues
- Stay ahead – information is critical, research is key
- Remember business exists for social goods as well
- Communicate, communicate, communicate

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