

**Russell Grossman ABC, International Chair**

### International Leadership Institute

The IABC International Leadership Institute (#IABCLI) runs every year in February.

It's an opportunity for IABC chapter, regional and international leaders to come together to share best practices and learn how to create programmes & services that create real and lasting value for members.

It's also a key opportunity for IABC leaders to develop personally, as well as to network with fellow leaders, to build strong relationships and learn new skills.

IABC is investing around \$70,000 in the event this year - our commitment to training leaders and helping them maximise the member experience back in local chapters.

This year's #IABCLI starts on **Thursday 12th February**, in Orlando, Florida.

International Chair, Russell Grossman ABC, wants EVERY chapter from around the world to attend, to maximize IABC's investment and fully reap the benefits of the programme. And for the first time this year, the schedule has been designed collectively by the leaders of IABC's regions.



## What's cooking?

*From the International Chair, Russell Grossman ABC*

Hello everyone and welcome to the return of **Quarterly Update** – a roundup of achievements and plans that IABC International has in train.

In 2014, IABC turned a corner. Hard work over the last three years to address many difficult issues has borne fruit and I thank my predecessors, whose toil then enables me now to look to 2015 so optimistically.

The arrival of Executive Director Carlos Fulcher MBA, CAE, has also made a big difference. Thanks to Robin McCasland and Barbara Puffer ABC, IABC Fellow, Chair of the Search Committee, who were responsible for delivering him. Carlos started with us in July and has proved very effective, responding definitively to the challenge to stabilise our finances and bringing important new and fresh thinking to the IABC Headquarters.

I am also grateful of course for the regular work of our leaders across the globe. For example, to the members of Global Communications Certification Council and the interim IABC Academy Committee.

Their work last year in starting to create a new substantive professional offer and qualification for communications practitioners means we are scheduled to offer the first exams for the new Certification at the World Conference, in June, and to have run the first commercial offerings from the IABC Academy into third party organisations.

And of course I am grateful for the enormous work put in every day by Regional and Chapter leaders for our regular members, who will always remain the heart and soul of the organisation.

In December, for the second time in the year, I brought our Executive Committee and the senior staff at IABC Headquarters in San Francisco together for a planning summit looking forward to 2015.

With backing from the International Executive Board, we have now published our resulting international business plan for 2015. This is the first time for some years we've created a business plan, as well as simply a forward budget, and it has given a clear prioritised framework for IABC's leaders and staff to operate within. Read more on the last page.

Finally, I want to thank all those members in Australia who hosted me during my recent visit of chapters there and where I was enormously struck by the dedication and hard work of local leaders.

I'm currently planning my visits programme for the next few months. If you are a chapter that would like to host a visit from me, or from the Vice Chair or past Chair, please get in touch – [chair@iabc.com](mailto:chair@iabc.com). And read my regular blog at [www.iabcchair.com](http://www.iabcchair.com), updated fortnightly.

*Russell*

## June 14 – 17: World Conference Attracts Stellar Speakers

June's IABC World Conference programme is launching with some of the most innovative thinkers and stellar presenters in the communication profession.

Keynote speakers already signed include **Sally Hogshead**, below, with a session on the science of personal branding, based on original research with hundreds of thousands of people. You'll learn how to identify your personality's top advantage, make stronger first impressions and more quickly earn respect and trust. Sign up today at [wc.iabc.com](http://wc.iabc.com)



## STILL HEARD, BUT WE DON'T HAVE TO 'BE HEARD'

IABC has formally dropped the tagline "Be Heard" as it shifts to a new brand identity through 2015. The slogan no longer reflects what communication is about: which is to promote dialogue, understanding and behaviour change rather than simply to transmit messages.

The new brand identity is in development, pro bono, by Regina-based agency ArcasAdvertising guided by a committee headed by Priya Bates ABC, MC. More on the new brand will be shared at International Leadership Institute.

## Significant Progress Made By IABC In The Last Few Months

Last June, IABC signed off a new, three year, long-term strategy.

This says that "**financial recovery** and **sustainability** is primary, as is the loyalty and development of our members and leaders and consolidating gains from the 2011-14 strategy".

The strategy goes on to say that what is then important for the Association is "**increased reputation** in, and for, the profession; **better brand positioning**; and greater **interaction with business** as a revenue generator. In a changing world, these are the big opportunities to be grasped."

To tackle the more immediate issues the Association had been facing, last July the International Executive Committee committed to delivering three priorities for the remainder of 2014:

- ✚ One was **launching the new website**, which went live on 10th December. Further functionality will be added over the next couple of months.
- ✚ A second was **raising unbudgeted revenue** to help stabilise our finances. Our target, set in July, of \$190,000 was exceeded in mid-December when we broke through \$230,000 additional money, putting us on a more stable footing for 2015.
- ✚ Our third goal, of **tidying up IABC's governance** resulted in the appointment of Brad Whitworth ABC to head a new policy committee which has been busy behind the scenes on detailed, but essential work.

We have also started on the longer-run items. The visual branding work, led by Priya Bates ABC, MC forms part of wider work to position IABC externally much better.

Participants at the International Leadership Institute in February will get a taste of what this will look like. IABC's visual brand was last substantively updated we think in the 1970s. Enough said there!

Later in January, the Association is forming an **International Communications Committee** focused especially on improving our external communications.

Conscious that IABC needs a mix of 'products' to maintain its revenue into the future, a study has begun to examine the potential for IABC to broker consultant members into businesses which have previously not used, nor understood, the value of communication to their business's success.

Given what we believe to be the eligible number of businesses worldwide, this could be a very significant revenue source for us in the future.

For the coming year, specifically, we have now committed at the International level to our business plan for 2015. The full plan is detailed on the back page.

## Would You Like To Apply To Serve On IABC's Academy Committee?

For communication professionals and their organisations worldwide, the IABC Academy will be the "go to" place for career development, whether assessing knowledge and skill gaps, plotting the next career step, or finding development opportunities right across the globe.

The IABC Academy will support courses and workshops to help professionals, IABC members or not, towards the new Global Communications Certification standard, and how they can continue to maintain their Certification through time.

The IABC Academy will broker industry-approved providers of training and development who can upskill people in the six global principles of communication education (right, top) and through the four levels of a professional's career (right, bottom).

Programmes people take through the IABC Academy will also support them in the knowledge and skills required to enter an IABC award.

An Academy training calendar will be developed and marketed through IABC.

Developing the IABC Academy and launching its various service offerings is a priority in IABC's 2015 Business Plan.

### Call For Applications To The IABC Academy Governing Committee

The IABC Academy will be delivered by staff at IABC headquarters, and directed by a leader-led governing committee, which will include up to two members of IABC staff.

IABC is now seeking applications from IABC members in good standing to apply to sit on the Committee, which will run for 16 months from March 2015 to July 2016.

Selection will be by an Applications Committee, led by IABC's Immediate Past Chair, Robin McCasland FRSA. The Chair of the Committee will be chosen by the IABC International Chair, Russell Grossman ABC, from those selected by the Applications Committee.

*The applications process is quite simple. If you would like to apply please: send your CV/resume to Robin McCasland via email at [robinatiabc@gmail.com](mailto:robinatiabc@gmail.com) no later than **Friday January 23<sup>rd</sup>**, and provide answers to three questions in your email:*

- Why do you wish to serve on the IABC Academy Committee?
- What specific skills and experience do you have that make you well-suited to serve on the IABC Academy Committee?
- Where do you think you can best contribute/make a difference for IABC by serving on the IABC Academy Committee?

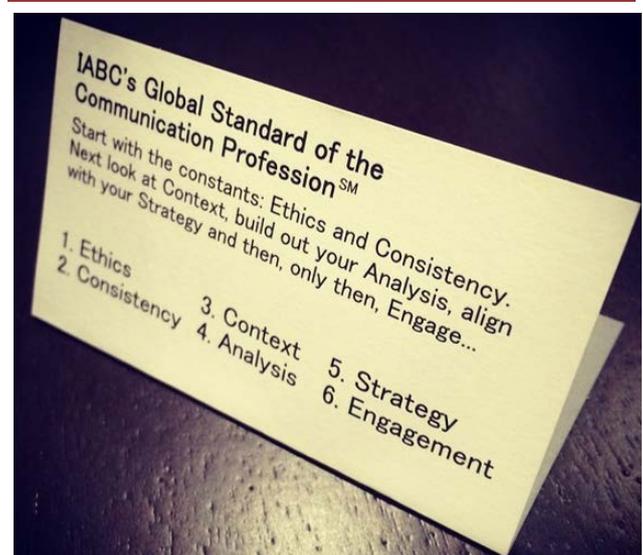
## Where does the Academy fit?



### NEW COMMITTEES' NEWS

The new **Global Communications Certification Council (GCCC)**, which was formed last April and comprises both IABC members and experts in Certification, is busy preparing to offer the first exam of the new Communications Management Professional certification in June. More details of the curriculum and of the overall programme are expected to be out by March.

Following a competitive applications process, a new group has formed the **IABC Ethics Committee**. Nigel Glennie (San Francisco, US), Connie Mayse (Chicago, US), Caroline Sapriel (Mechelen, Belgium), Bent Sorensen (Turin, Italy) and Mark Toth (Pittsburgh, USA), and Vita Kernel ABC (IEB board liaison), constitute the committee, led by Barbara Puffer MA, ABC as Chair.



## IABC'S 2015 BUSINESS PLAN

IABC International has now committed its **2015 Business Plan**, which was agreed by the International Executive Board at its meeting on 16<sup>th</sup> December.

This is the first time for some years we have created a business plan, as well as simply a forward budget, and it has given a clear prioritised framework for IABC's leaders and staff to operate within.

In short, the 2015 business plan focuses on **'running business as usual'** and **'changing the business'**.

Our **'business as usual'** priorities for the year ahead are:

1. A programme to focus on **retaining members**
2. Completing functionality of the **new website** to include chapter management tools and member enrolment
3. Ensuring our 'mature products' (eg **World Conference and the Gold Quill Awards**) remain successful, both for members and in creating net revenue
4. Significantly uprating our **external communications**.

Our **'changing the business'** priorities for the year ahead are:

1. Getting the **Global Communications Certification Council** and **IABC Academy** fully functional, delivering the first **Certification exam**, and launching a suite of training products.
2. Creating a new plan for engaging with:
  - **communication practitioners worldwide**, who are not, and who may not choose to become, IABC members (but who may benefit from the Association's products and services while contributing to advance our mission).
  - **businesses** (the 'business brokerage' proposal – see below). Especially here - larger small, and smaller medium-sized businesses who could benefit significantly from professional communication help they don't yet ask for.
3. Consulting on, then bringing into alignment, the **different roles** of the International, Regional and Chapter levels.

Anything not listed above is not a priority for 2015.

### The Business Brokerage Proposal

The 'business brokerage' proposal aims to tap into what the Association believes is a potentially very large market, by dollar, of businesses who would greatly increase their profitability from using professional communications help, but don't know it yet.

This is even more likely to be the case now, following the effects of the global financial crisis, in which the marginal competitive value to be gained from engaging with better internal and external communication is likely to be magnified.

Around 20% of IABC's members are those who consult into business on a regular basis. If, as an Association, we could broker our consultant-members with just a tiny proportion of those millions of small and medium sized businesses, then this could be a significant source of revenue for the Association by taking a commission fee from those businesses. It's a potential win for our consultant members, a win for businesses, and a win for the Association.

In time, what this could also mean is that instead of dollars from chapters going to fund the global association, the money flows the other way round. And the Chapter Network is cross subsidised by the revenue we generate from our business brokerage activity.

Debating the business plan – December 2014

