

A specialist service that allows you to inform, motivate and engage with your teams across markets, borders and cultures with the minimum of time and effort

Business Leader Blogging - communicate, stimulate and interact

Give yourself the power to increase engagement and collaboration across business units, structures and cultures.

Business Leader Blogs (BLB) change the way you communicate with teams across every type of organisation.

Inspire, motivate, inform and gain feedback with far greater personality and immediacy than any email or cascaded bulletin could achieve. By using the Cordovan BLB Service you can achieve this easily without unwanted pressure on your time.



'Your blog is as an open dialogue between you and your teams'

CEOs and business leaders in major corporations are becoming amongst the most active and well respected bloggers. Some are external aimed at a wide group of stakeholders - others are internal and hosted securely to engage with dispersed sales or project teams. Now allow your own personality and drive to emerge as you comment on issues, events and forward planning.

'I really want to do this, but I haven't got the time...'

Yes, and we know that, that is why Cordovan has created the **Business Leaders Blogging Service** so that you can maintain all the commitment to regular communication, without needing anything like as much time.

Cordovan has a background in business and corporate communication that spans more than 20 years as well as being experts in Web 2.0 applications and new media. So we have the experience and expertise to give you all the support you need.

Firstly we'll set up your blog platform – look, feel and functions precisely to your needs. It can be hosted securely externally, or on your own servers. Or as part of a Sharepoint solution.

There are two golden rules of blogging. The first is that *you*, as platform host, genuinely initiate the content. Never delegate the task to a PR agency to create corporate propaganda! The second is to regularly update it to remain relevant and current.

Blogs work when they are active. If a week or two goes by and nothing changes, you'll lose your audience and the motivation that is carried with them. *Cordovan's BLB Service* helps you to achieve this, without clogging up your day.

- Offers a direct channel to speak with the team, regardless of geography
- Being direct, avoids communication sanitisation – a problem with traditional cascading
- Offers immediate feedback on the issues you are thinking about
- Easily managed, on-going communication
- Provides opportunities to motivate teams by praising positive achievements and highlighting areas for improvement
- Include Podcasts and Videocasts of interviews or statements by you or your colleagues, customers or other stakeholders/industry observers

Business Leader Blogging

The comments are yours. We do the rest!

Cordovan handles all the technical issues, and then helps you plan a forward content programme, liaise with your guest contributors (other executive team members), research articles to comment on and offer a transcription service to capture your comments when you are on the move. We'll also give you a regular update on reader feedback, so you can comment on that too.

So instead of you spending time at your keyboard, you simply feed your ideas and statements to your personal *BLB editor* from any location. Email, telephone message, via your PA - whatever is convenient and works for you.

LEVEL ONE SUPPORT

For executives who want to plan and create most of their own content but need help with set-up and ongoing management

- Regular monitoring, guidance and assistance on editorial input by the BLB team.
- Uploading of content/images/layout
- Statistical reporting of previous month's access and interest. Input on 'conversation' topic areas, interpretation and recommendations.
- Blog/multimedia online hosting.
- Monthly forward posting programme, invited posts and to assess progress and impact (By telephone/email)

LEVEL TWO SUPPORT

For executives that require greater support with content creation, planning and management

- Pro-active editorial support by *BLB team* for content creation, editing, personnel contact and site monitoring. Can include copy proofing, telephone interviewing, general help with postings and to 'prod' contributors and also to maintain quality levels.
- Uploading of content/images/layout
- Ongoing monitoring. Alerting/advising on issues requiring immediate attention.
- Statistical reporting of previous month's access levels with analysis of 'conversation' topics. Interpretation/recommendations.
- Blog/multimedia online hosting.
- Monthly report on progress and impact. Planning of forward programme, incl. invited posts. (In person or by video/telephone conference)

At start of programme:

- Half day training for wider group of contributors

For example. You're in T5 at Heathrow waiting for the flight to Helsinki. You have an idea for a blog post. You either call up and record it to our dedicated *BLB voicemail* or text us a synopsis via your Blackberry. By the time you get to Helsinki your idea has been created as a blog comment and sent back to your Blackberry for approval or change. Then we check any supporting criteria, insert appropriate links and hunt down any supporting pictures or other media.

You can even use us to invite other senior colleagues to contribute on your blog. Here again we'll do the liaising and guide your contributors on style and content.

Initial set up:

- Full consultation and briefing to establish role and scope of platform.
- Separate briefing with relevant senior colleagues (including Corporate Communications, Internal Communications etc).
- Briefing with client IT where relevant
- Template design – in accordance with corporate design guidelines.
- Establishment of monthly 'reporting' objectives, produced in template form.
- Introductory training covering 'what is blogging', 'how to do it' and working with the Cordovan *BLB support team*.

LEVEL THREE SUPPORT

For executives that have all the need but none of the time! A full service that uploads your ideas, thoughts and comments onto your blog with minimum effort.

- Your personal blog editor: Full engagement with content creation and support. Receiving posts from senior executives in various formats (phone, email, text messaging etc) re-creating and editing content to suitable format for posting, checking final text with executive over various communication links and creating, updating and maintaining a themes calendar. Reminding and 'prodding' contributors if necessary. Managing image and other site AV content. Uploading of content/images/layout
- Ongoing monitoring. Alerting and advising on issues that may require immediate attention
- Statistical reporting of previous month's access and interest. Includes substantive information on 'conversation' topic areas, interpretation and recommendations
- Blog/multimedia online hosting
- Monthly progress and planning meeting to map out forward posting programme, invited posts and to assess progress and impact. (In person or by video/telephone conference)
- Training of additional contributors as required

For further information please call:

UK: Matt O'Neill on +44 (0)20 7043 6050 or mobile +44(0)7815 876 904 email: matt.oneill@cordovan.co.uk

Belgium: Paul Nauwelaerts on +32(0)478 392900 email: paul.nauwelaerts@cordovan.be

About Cordovan: Cordovan Digital is a part of the international Cordovan Group with specialist operations in communication and business consulting in London, Stockholm, Brussels and Nice. **www.cordovangroup.com**

UK: Cordovan Limited Siena Court, The Broadway, Maidenhead, Berkshire SL6 1NJ Tel: +44 (0)20 7043 6050 Fax: +44 (0)7092 313130 www.cordovan.co.uk

Belgium: Cordovan BVBA Louwijn 18 1730 Asse Tel:+32 2 5692510 Fax:+32 2 4612160 www.cordovan.be