



Volume 1, Issue 1

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*Understanding customer needs and trends.  
Honing your message and strategies to meet market demands.  
Building a reputation to create and sustain your leadership.  
Demonstrating value.*

***These are all paramount to your success.***

Inspiration and ideas come from a wide variety of sources. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

*Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Watch for regular updates on best practices, advice on communication and leadership development, and other insights we gain as devoted lifelong learners to help you demonstrate your value.*



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**Overcoming the Post-Reform Age of Confusion**

*Despite your feelings about the latest health reform legislation, we all have to figure out how to*

**survive in a post-reform world.** There will be many personal and business adjustments as updates are made to the current system. With the next major hurdle addressing cost control, there is no time for paralysis. The reform measures need to demonstrate a real impact on health.



What's for certain is that effective and frequent communication will be critical to help overcome the both confusion caused by new regulations and how we address spiraling costs. And this may be one of the bigger challenges before us – how to address the new age of consumer confusion. The need to be more informed and accountable for your health decisions, coupled with economic worries about how it all gets paid for, has individuals overwhelmed. Navigating the landscape requires more effective, accessible information as individual consumers will remain the ultimate engine that drives healthcare evolution.

Keep in mind as we continue to pursue cost reduction strategies that cutting back on marketing and communication budgets right now is the wrong approach. With most marketing budgets only a single digit percentage of revenue, eliminating or cutting back here won't really impact healthcare costs. In fact, the need today is even greater that you have defined a unique, differentiated position for how your company addresses healthcare or the product or service you sell to support the industry. An articulate marketplace message will determine your success in engaging employees or consumers, attracting patients or physicians to utilize a product, leveraging strategic partnerships, and always demonstrating value to investors and other key stakeholders. As you craft your communications, focus on how to:

- **Be responsible** – walk the talk and be personally accountable for your own health as well as become an ongoing observer of how other organizations position their communication so you can apply best practices at your company
- **Be clear** – ensure your message is simple and stresses benefits to convince your target audience of the real value and what's the best choice
- **Be engaged** – design communication as a frequent dialogue that includes examples of success and seek feedback that you should act upon to help increase understanding and decision making

If you'd benefit from support to help translate how health reform will impact your company, [contact The Aerie Company](#) and we can discuss how to craft a more effective message and communication initiatives to address all your stakeholders.

## Safeguarding and Recovering Corporate Reputation

Your reputation is your most competitive asset. Individual and institutional success relies on how positively or negatively key stakeholders perceive that reputation. Long before it was fashionable to do so, Dr. Leslie Gaines-Ross was paying attention to the importance of a company's reputation as far as its valuation. In her most recent book, ***Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation*** (John Wiley & Sons), she provides a further inextricable link between leadership, reputation and corporate performance. she provides a further inextricable link between leadership, reputation and corporate performance.

Dr. Gaines-Ross explores how the intense corporate and societal interest in reputation management erupted during the post-dot-com and post-Enron period when “the ruins of once-heralded industry leaders, corporate failures, and lost investments defaced a formerly pristine business landscape.” Today knowing how to build a reputation is no longer enough. We must also know how to protect a good reputation and salvage a damaged one.

As the architect behind landmark research in CEO and corporate reputation and a recognized thought leader,

Dr. Gaines-Ross' follow-up to CEO Capital gives guidance and examples to help organizations answer the question if a company can build and enduring and lasting reputation. She explains why reputation matters to a company's valuation and well-being. Then she focuses on reputation recovery, helping companies burdened by a tainted reputation that hampers their ability to engage in business as usual and comeback efforts.

Dr. Gaines-Ross firmly believes that "recovery" deserves its rightful place in the process of reputation building. In a four-stage, 12-step process, she reveals the most important phases in rescuing, rewinding, restoring and recovering reputation. She also explains the roles corporate leaders must play in reputation recovery and sustainability and provides a road map for restoring reputation over the long term. Corporate Reputation also shows companies how sustain a strong reputation by rallying the support of employees, customers, investors and other key stakeholders so that your company's most competitive asset remains alive and well.

[Click here](#) if you'd like to learn more.

## New Links & Recommendations

Having the answers or knowing where to find them is what differentiates you and helps demonstrate value. We continue to identify relevant online resources which you may find helpful in learning more about strategy, communications and leadership.

[www.reputationinstitute.com](http://www.reputationinstitute.com) – leading international organization devoted to advancing knowledge about corporate reputation.

See our website at [www.aeriecompany.com](http://www.aeriecompany.com) for more links.

## About the Aerie Company

At The Aerie Company, we help organizations and executives demonstrate their value and accelerate growth. Because it's challenging at the top, we show our clients how to go beyond where they are today and elevate their business and leadership performance. We build a strategic stronghold with better understanding of your current market, an aligned and articulate vision, mission and strategy, a compelling position that resonates in the marketplace and effective communication so your stakeholders recognize your real benefits and value.



*Suzanne Ross*

For more information, visit [www.aeriecompany.com](http://www.aeriecompany.com), email us at [suzanne@aeriecompany.com](mailto:suzanne@aeriecompany.com) or call 847-556-8873.

**If you'd like detailed insights or support on improving your performance and demonstrating your value, contact us at [The Aerie Company](#).**