



TREASURY
EXCELLENCE
AS STANDARD

Creating your own personal communications strategy

In conversation with Caroline Stockmann
Cyberspace, 10 March 2021

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CAROLINE STOCKMANN: in a nutshell

- C-level finance professional in large blue-chips such as Unilever
- Trained coach
- Diversity & inclusion advocate
- CFO of large not-for-profits such as Save the Children International and British Council
- **Chief Executive of the ACT**
- Deputy Chair of EACT and IGTA

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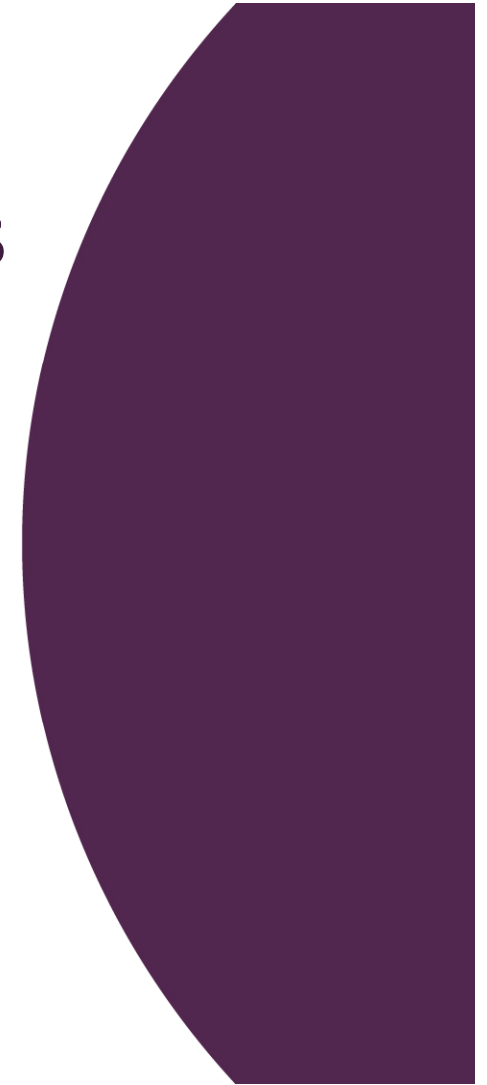
Our mission is to embed the highest standards of professionalism and integrity in the treasury world, and act as its leading advocate.

Our vision is that treasury everywhere has the highest standards of professionalism, bringing success to organisations and creating strong economies through strategic balancing of financial risks and opportunities.



WHY CREATE OUR OWN COMMUNICATIONS STRATEGY?

- What research tells us
- How we approach other priorities





COMMUNICATION

Excellent comms & marketing skills (of you and your ideas),
→ success in any leadership role.

A question for you - do you:



- communicate well with senior leadership? Or...
- communicate well with your team/subordinates? Peers?

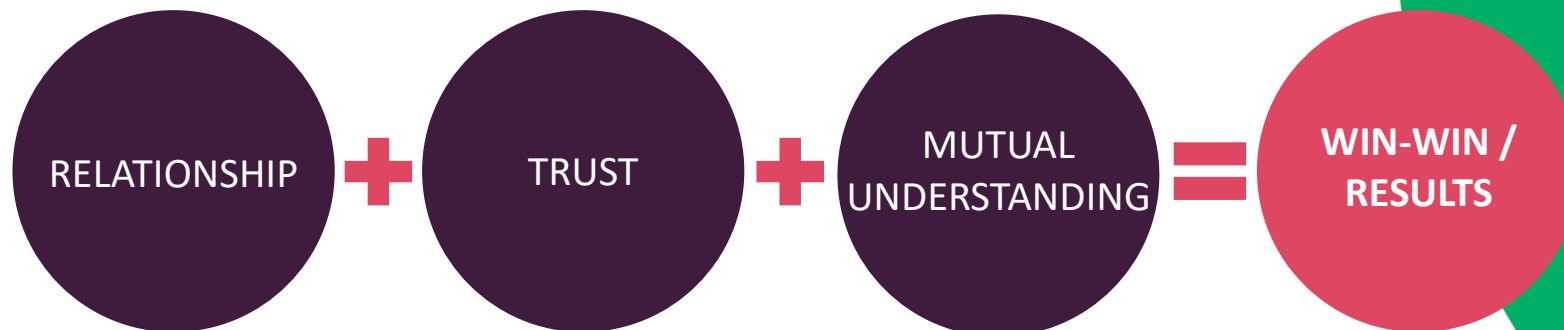
And how can you do it effectively under COVID-19?



RELATIONSHIPS

Successful relationships, and people wanting to understand your point of view

= **success in any leadership role**





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From Overcoming Organisational Defences by Chris Argyris 1990



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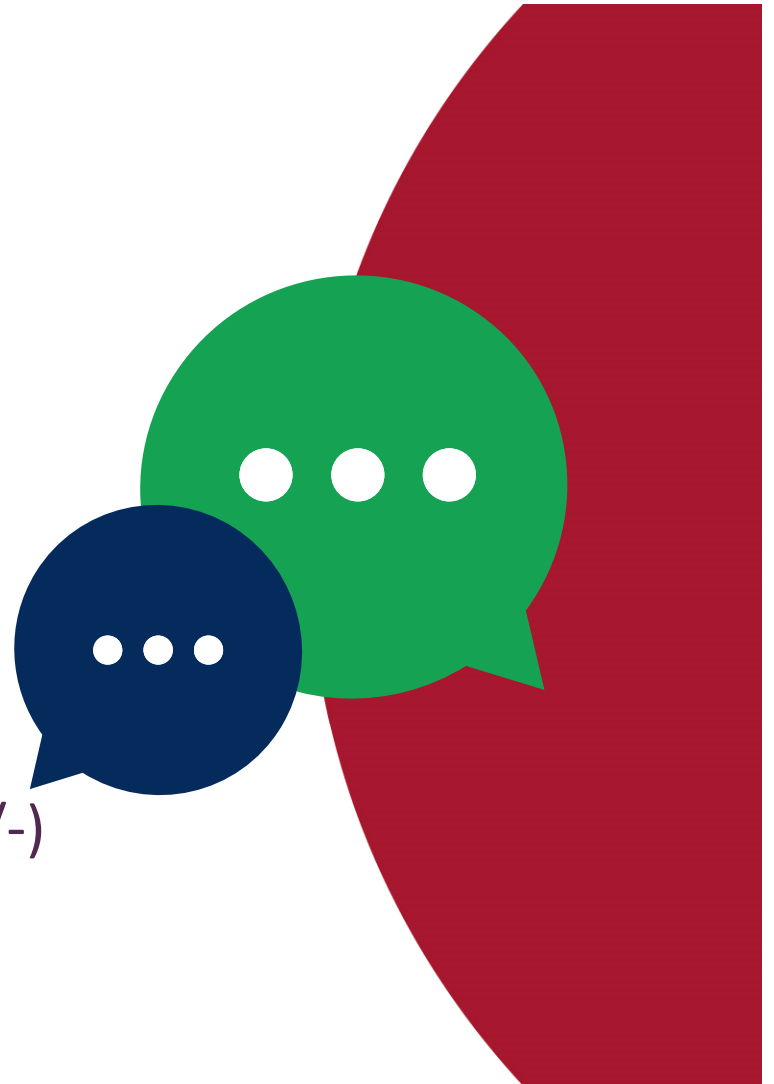


SO WHAT?

- Everyone is doing this
- You need to focus on *facts*
- Be explicit in your communication
- Say things in different ways

AND UNDER COVID?

- Cannot use body language as much (=/-)
- Flight is easier
- Mental wellbeing can go undetected





LISTENING AS A MEANS OF COMMUNICATION

- Do you do this actively, all the time?
- Mindfulness/being in the present even on calls!
- Those who are last are first
- You'll always get your moment – raise your hand
- Practice makes perfect (on calls we can be more anxious/push to speak)
- Observe the change in others



DEVELOPING A PERSONAL COMMUNICATIONS STRATEGY

1. Set yourself a **plan** using RIVAS

R : Result

I : Intention

V : Visualisation

A : Actions

S : Support

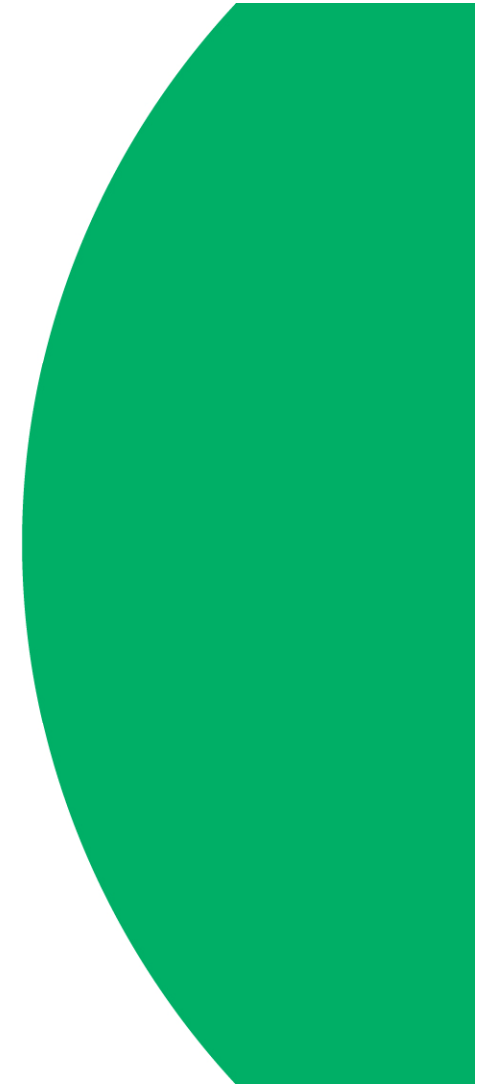


DEVELOPING A PERSONAL COMMUNICATIONS STRATEGY (2)

2. **Identify key meetings**/occasions of potential influence
3. **Research different styles**, as well as your own
4. Get trusted **feedback** arranged
5. Try out **different approaches**, in a safe environment, whilst still being yourself
6. Take time to **think about your audience**, and how they like to receive information (e.g. kinetic/aural/visual), and the tools you have in a virtual world
7. Work on **your presentation skills**.



QUESTIONS?





More from the ACT:

14-17 June 2021: ACT Annual Conference and International Treasury Week
New series of Strategic Insights Podcasts: treasurers.org/strategic-insights-podcasts



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