# Communications LEADERSHIP COUNCIL



# DO ANY OF THESE STATEMENTS APPLY TO YOU? "I feel detached from other leaders in the communications community. I need to know best practices at companies other than my own."

- "I have too many things on my to-do list and not enough staff. I need help now!"
- "My staff needs constant training in best practices, but my travel and training budget can't support our needs."
- "Proving my worth to the C-suite is a constant, nagging issue. I need to know how other companies are doing this."
- "I would kill to have one source of information on best practices in internal comms, employee engagement and culture."
- "Mixternal communications is on my radar as a key strategy, but I have to break team silos so we can cultivate internal stories for public audiences."



What if you had an extensive network of fellow communicators, resources and concierge services — a virtual staff to help connect you to other leaders and answer your question immediately?

# Welcome to

Communications

— LEADERSHIP COUNCIL —

an exclusive, invitation-only membership organization made up of senior-level communicators from the most innovative companies in the world.





# **Council Members**

3M

ABB Inc.

ADP

Advocate Health-Midwest

Aerospace Corporation

AGCO Corporation

Allianz Technology

Allison Transmission

Ally Financial

Alzheimer's Association

American AgCredit

Amgen

Amica Insurance

Amtrak

**AON** 

Arch Capital Services, Inc.

Archer Daniels Midland Company

Arizona Public Service

Atrium Health

Austal USA

Baptist Memorial Health Care

Bell Flight

BlueCross BlueShield of North Carolina

Bluegrass Care Navigators

BMC Software

**BNSF Railway** 

Bon Secours Mercy Health

Border States Flectric

Campbell Soup Company

**CBRE** Cemex

**CF** Industries

**CHG Healthcare Services** 

Children's Health

Children's Hospital Los Angeles

**Christian Care Ministries** 

Citi

Citizens Property Insurance Corporation

The Coca-Cola Company

Con Edison

Co-op Solutions

**COUNTRY Financial** 

**CSL Behring** 

**CUNA Mutual Group** 

Dallas Fort Worth International Airport

Dawn Foods

Dow Jones

**DPR Construction** 

Edison Electric Institute

Eisner Health

Elevance Health

**Emergent Holdings** 

Enbridge

**Entergy Corporation** 

Evergy

Farmers Insurance Group

FedEx

Filtration Group

Fresenius Kabi

General Electric

General Mills

Giyaudan

GOJO Goodyear

Goodwill Industries of Southeastern

Wisconsin and Chicago

Grainger

HealthLinc

Hilmar Cheese Company

Hilton

The Home Depot

Honeywell

Humana

**IBM** 

Idaho National Laboratory

Indiana University Health

ING

**Installed Building Products** 

Integris Health

Jackson Life

Johns Manville

Kamehameha Schools

KevBank

Kontoor Brands

L.A. Care Health Plan

Land O'Lakes

Latham & Watkins

Lawrence Berkeley National Laboratory

The Leukemia & Lymphoma Society

Lexis Nexis Risk Solutions Group

LifeWorks

**Link Logistics** 

L'Oreal

Lower Colorado River Authority

Lowe's

Marriott Corporation

Maximus

Merck

MetLife

Miami International Airport

Microsoft

Millennium Challenge Corporation

Moffitt Cancer Center

Mutual of America

Nationwide Children's Hospital

Navy Federal Credit Union

Neuberger Berman

Nissan

Novo Nordisk

Nordstrom

Norfolk Southern Corporation

Northrop Grumman

Northwest Regional Education

Services District

Northwest Bank

Norton Healthcare

Novant Health

Nutrien

Ochsner Health

Olsson

**ONF Gas** Oportun

Oracle

Pacific Northwest National Laboratory

Pacific Western Bank

Pavcom

PepsiCo

Pfizer

Philip Morris

**Pitney Bowes** 

Progressive Insurance

PTC

PwC

Rappahannock Electric Cooperative

RBC

Regeneron Pharmaceuticals

REI

Reinsurance Group of America

ResMed

Robert Half

**RSM US** 

**RTI** International

Santander Bank

SAP

Sarah Bush Lincoln Health Center

Sensata Technologies

ServiceNow

Shipt

Siemens Corporation

Silicon Valley Bank

**Skyworks Solutions** 

Southern Company Gas

Southern New Hampshire University

Sunrise Banks

Syngenta

Talcott Resolution

Tampa Electric

**Target** 

Technip FMC

**TFLUS** 

Thermo Fisher Scientific

T-Mobile

Tyson Foods

**UKG** 

**Underwriters Laboratory** 

UPS

Vertex

**VMware** Wespath Benefits and Investments

**WPS Health Solutions** Zebra Technologies



























# What are the benefits of membership?

## FOR THE SENIOR COMMUNICATIONS LEADER:

- Exclusive Online Portal. Our members-only online portal gives you instant access to other senior leaders and our concierge desk. Have a question about mobile engagement apps? Or communication measurement? Post your questions and get answers. This is also where you will find the member resource library filled with articles, templates, best practice guides, and more.
- Attendance at two member-only leadership retreats. Join fellow senior communications leaders in an exclusive 5-star setting for peer networking, best practice sharing, case studies, outside speakers and moderated discussion. These retreats are curated for the members in the room. Expenses for two hotel nights at each retreat are included.
- **Proprietary market research and data.** Members receive proprietary reports and research to help you stay ahead of the curve.
- Executive Coaching. Get 30-minute private coaching sessions online every month to help you hone your leadership skills, manage your team, tackle business challenges and grow as a communications professional.
- Business Fluency Coaching. You are entitled to 3 hours of business fluency coaching each membership cycle to sharpen your financial understanding of your organization or industry.
- **Brand Journalism Coaching.** You are entitled to 3 hours of storytelling sessions each year to enhance your messaging and effectiveness.
- **Presentation Coaching.** Receive 1 hour of presentation training per membership cycle (while sessions remain available) and become more polished, concise and memorable.
- **Preferred Partner Discounts.** Members receive exclusive discounts on communications products and services.



- Unlimited Job Board Listings. Post your communications, marketing and HR job openings in Ragan's Talent Hub and reach over 150,000 professionals.
- Networking and problem-solving calls Each month there are two calls one on timely topics, member case studies and best practices; the other an open forum for networking and exchanging ideas with other members.

  Added benefit: All timely topics calls can be recorded and distributed to members unable to attend.
- An annual "state of communications" benchmarking report and quarterly briefing reports on topics ranging from mobile communications and intranet best practices to organizational structure.
- Strategic Advisor Program. This is an exclusive fee-based service available only to Council members. Through this benefit, you can retain a strategic advisor (SA) to serve as your personal counselor throughout the year. Each SA is battle-tested and ready to provide counsel as your trusted expert. This is a confidential, structured collaboration linked to a well-defined goal that you determine.

# What are the benefits of membership?

# FOR YOUR WHOLE COMMUNICATIONS TEAM:

# **CONCIERGE SERVICES**

# The Council Works for You!

Our concierge is an extension of your team and is always ready to curate content, help you find resources or make new connections.

# Need the latest research on employee engagement?

Our staff will quickly compile and deliver it to your inbox.

Want introductions to other senior communications leaders facing similar challenges?

We'll make the calls and facilitate the conversations.

We are ready to provide the following (and more):



# PEER-TO-PEER INSIGHT

- Hybrid Work Culture
- Reaching Frontline Workers
- Employer Branding
- Manager Communication
- Long-Term Comms Planning
- Practicing Mixternal Comms



# **TEMPLATES**

- Employee Value Proposition
- Employee Surveys
- Crisis Comms Planning
- Social Media Policies
- Employee Comms Measurement
- When Brands Should Take a Stand



# **RESEARCH**

- Comms Org Structures
- Thought Leadership
- DE&I Campaigns
- Performing Comms Audits
- ESG
- Internal Podcasts
- Comms Job Descriptions

# **Additional Benefits**

# FOR YOUR WHOLE COMMUNICATIONS TEAM:

- Four complimentary registrations to Ragan's conferences or workshops. Use these free registrations for yourself or transfer them to a colleague. Simply call or email our concierge desk to register. Our world renowned conferences have included hosted events at Disney World, Microsoft, The Coca-Cola Company, Facebook and Amazon. *Added benefit:* After using your free registrations, you'll receive 30% off the registration price of any additional conferences or workshops you'd like to attend.
- Access Ragan conferences on-demand. You and your team can watch our premier programming at your convenience.
- Virtual event access. Your team will have access to nearly all virtual events on the day they are scheduled. This includes all webinars and virtual summits, conferences and certificate courses.
- Full access to RaganTraining.com—the most extensive training database ever created for corporate communications. This video training portal includes over 800 hours of best practices sessions from Ragan's highest-rated conferences, webinars and virtual summits.



- Editing & Proofing Services. Council members receive up to 2 hours of editing and proofing services a month. Send us your content and we'll send it back polished and ready for delivery to your stakeholders.
- 20% discount on a custom workshop with Ragan Consulting Group. Need in-person training on anything from writing to brand journalism to crisis communications? RCG can help.
- Unlimited job postings on Ragan's Talent Hub.
- 15% discount on all Ragan award programs.



# **Additional Benefits**

# FOR YOUR WHOLE COMMUNICATIONS TEAM:

# **TEAM TRAINING**

Gather your team for up to ten 75-minute team training sessions per year. Topics include workplace culture, manager communications, change communications, DE&I, writing and editing, executive communications and ESG.

Sessions are led by RCG and include downloadable workbooks to help your team implement key takeaways.

Date	Training Session
March 2023	"Change Management" with DeNesha Tellis
April 2023	"DE&I for Communicators" with Kim Clark
May 2023	"Brand Journalism 2.0" with Jim Ylisela





# Still not convinced?

# Here are two promises we make to you:

- Only senior-level communicators are allowed on the Council. We've hand-picked and invited each member based on their experience and position within the company.
- You will not be sold to. The Council is comprised of practitioners. No vendors or service providers are allowed. Period.

# What separates us from the rest?

- Personalized service from our concierge staff to help answer your questions and connect you to the right expert and Council members. Consider us an extension of your team.
- We design personalized leadership retreats, member calls and learning experiences for the members we serve. We provide a safe space for group therapy where members can share their challenges, best practices and support one another.
- Both you and your team have the opportunity to get guided, hands-on training and coaching on the most pressing topics all in one, comprehensive membership package.





# **Members Testimonials**



"I will fight for this membership above all others — for internal communicators, there is no better group of peers with which to bond, grow and develop next-level skills. A must for anyone leading communications for an internal audience."

Leigh Ann Christovich AVP, Internal and Executive Communications Ochsner Health



"The Council is a great way to stay connected and meet other communications professionals – this has been particularly true during the pandemic period. The opportunity to meet, even if virtually, to share stories and insights on how others are coping with the challenges Covid-19 has brought to all of us, has been very welcome."

Susan Donlan Chief Communications Officer KevBank

# **SIEMENS**

"As a five-year member of the Ragan Council, I find the benefits of the connections I have made priceless. I would say, join for the built-in network, and stay for all the other perks, which there are many!"

Amanda Nevels

Director, Internal Communications & Employee Engagement Siemens Corporation



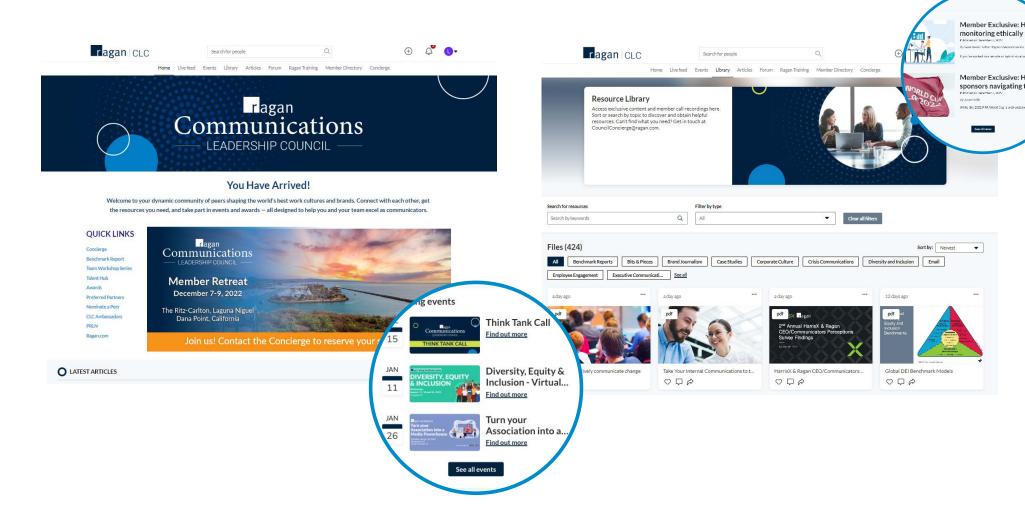
"The Leadership Council connects like-minded communicators in a world that is moving fast. The network is a one-stop shop for training, inspiration and group therapy."

Eric Brown Director, Corporate Communications Johns Manville



# Council Portal

Principal members and their second in command have access to Ragan's Communications Leadership Council Portal. In this portal, members are able to post questions for their Council peers, receive a daily digest email of portal conversations and tap into the regularly updated Council Resource Library. Besides the Concierge desk, there's no faster way to build relationships and improve your knowledge while learning how others are communicating internally and externally.



# Coaching

### **EXECUTIVE COACHING**





Council members have access to executive coaching sessions with our partners at Spark Insight Coaching, which provides leadership and executive training to individuals and teams nationwide.

Coaches and company co-founders, Mary Olson-Menzel and Melissa Shahbazian, are experts on many topics including preparing for promotion and developing your executive presence to upskilling your conflict mediation skills and teaching how to inspire your teams.

# **BUSINESS FLUENCY COACHING**



As a Council member seeking influence in your organization, you receive the special benefit of coaching to help you become

more fluent in business and the economics of your organization. Our coach, Karen Vahouny, is a Professor at George Washington University and a business fluency/communications expert. In her coaching sessions, Vahouny outlines the important concepts for financial reporting, helps you identify key metrics for competitive analysis, provides overviews of what to cover in your earnings releases/investor calls and much more.

## **BRAND JOURNALISM COACHING**



Brand journalism is more than just a better way to tell better stories. It is about positioning your organization to break your own news

and stand out in a noisy marketplace. Take charge of your own story with coaching from Ragan Consulting Group co-founder and senior partner, Jim Ylisela. He is an award-winning Chicago journalist and brings 30+ years of experience in writing, editing, communications research and consulting. He works with communicators to create brand journalism news sites, organize and train writers and editors and restore creative storytelling.

### PRESENTATION TRAINING

Work with our presentation partners to become polished, concise and memorable. You'll learn how to better explain your mission and move your agenda forward and how to crystallize complex content into engaging messages.



Jodi Applegate is an Emmy-winning television journalist who has anchored at NBC and MSNBC. Jodi co-hosted the weekend edition of "Today" and regularly appeared on the weekday edition. She was also a co-host on "Good Day New York" WNYW-TV (Fox5) as well as on WPIX-TV (PIX11).

Jodi brings close to 25 years of television experience to help clients go from proficient to polished when dealing with public speaking engagements. Jodi has conducted training sessions for speeches, presentations, industry panels, demo segments, live interviews, and taped, feature pieces.



David Puente is an Emmy-winning journalist who has anchored and produced prestigious programs including ABC News Now, ABC News "20/20," and CNN's "Anderson Cooper 360." His extensive news background includes preparing journalists such as Anderson Cooper and Barbara

Walters for interviews and speaking engagements. David uses his 20 years of experience to train clients to become more persuasive, clear, compelling and effective. He has coached trainees for media appearances on all major TV networks and digital media outlets.



Jen Fukui helps clients with message development by showing them how to transform their oftencomplex ideas into relatable and compelling stories. Jen began her career in media at World News Tonight with Peter Jennings and spent the following six years producing for Barbara Walters

at "20/20." She has prepped everyone from Academy Award-winning actors to leaders in technology and venture capital, to award-winning journalists for interviews and public speaking engagements. She excels in preparing clients to relay their key messages and stories for prominent industry presentations.



Bill Cassara spent 20 years as a director of photography on CBS's "60 Minutes." Bill has spearheaded production teams on interviews with every U.S. President since Ronald Reagan, as well as the Rolling Stones, Ken Burns and Danny Meyer. Bill's experience with newsmakers brings

a unique perspective to preparing clients. He has coached in advance of clients' on-air voiceover/teleprompter segments, SMTs, and dozens of presentations. His client roster includes C-suite executives, leading music industry experts, book authors, beauty/hairstylists and network show hosts and news correspondents.

# Communications — LEADERSHIP COUNCIL ——

Ragan celebrates over 50 years as the most-trusted source of training, networking and problem-solving for corporate communicators.

The Communications Leadership Council is your ticket to all the resources Ragan brings to the industry PLUS access to Ragan's director-level communications audience.

# Membership dues:

- \$35,000 for a 1-year membership
- \$65,000 for a 2-year membership
- \$90,000 for a 3-year membership

Our suite of membership offerings save Council member upwards of \$100,000 each year.

Your membership aligns with budgets including Communications, Employee Education, Human Resources, Learning & Development, Talent Retention and Training.

Our team can provide additional budgeting insight as well as a justification letter.



# 2023 Upcoming Conferences & Events

#### MARCH

- Social Media Conference | Disney World | Mar 15-17
- Crafting Clear, Concise, Captivating Copy | Virtual | Mar 23

#### **APRIL**

- Public Affairs & Speechwriting Conference | Virtual | Apr 4
- Employee Communications & Culture Conference | Chicago | Apr 25-27

#### **MAY**

- Writing Certificate Course | Virtual | May 3, 10, 17 (three consecutive sessions)
- Member Retreat | Colorado | May 17-19

#### **JUNE**

• PR Daily Media Relations Conference | Washington, D.C. | Jun 5-6

#### **AUGUST**

• Workplace Wellness Conference | Denver | Aug 14-16

#### **SEPTEMBER**

- DE&I Certificate Course | Virtual | Sep 1, 8, 15 (three consecutive sessions)
- Social Media Strategies Conference | Virtual | TBD

#### **OCTOBER**

• Employee Comms & Culture Conference | Microsoft HQ in WA | Oct 10-12

#### **NOVEMBER**

- Writing Certificate Course | Virtual | Nov 1, 8, 15 (three consecutive sessions)
- Communications Week | Virtual and Cities Nationwide | Nov 6-10
- Future of Communications Week | Austin | Nov 6-8

#### **DECEMBER**

- Writing Conference | Virtual | Dec 13
- Member Retreat | TBD



\*Not all planned events are listed. Events are added to Ragan.com/events daily. Visit the website or the Council portal for the most up-to-date schedule. Events subject to change,