

The Kinzey Company

When Reputation Matters

Your organization's reputation is projected through your corporate actions and by the work of your associates. But your image is also related to the perception others have of you. Customers, legislators, the community, special interest groups, vendors and employees - they all have an opinion. Since perception can become reality, it is critical you help shape your organization's image through deliberate positioning and maintenance of your reputation.

To learn more about strategic positioning and reputational development for your organization, check into our workshops or programs.

Reputation Management

Building the Reputation You Want

You have a vision for your organization. You know where you want your business to be in three, five and even ten years. When you achieve these goals, will you discover your critical audiences don't have an image of your organization that is congruent with the work you've done? This one-day workshop will provide ideas to help you proactively shape your organization's reputation and manage it by strategically leveraging your existing work and guide you in developing a customized plan designed to involve key stakeholders.

Developing Front-Line Communicators

Front-line supervisors are a key to building a solid employee relationship. This day-long program focuses on the development of critical links in your communication process. Learn the type of information you should provide to supervisors, how to leverage the relationship these individuals have with your front-line employees and tips for enhancing positive, interactive communication.

Managing Your Reputation in the Social Media World

Social media campaigns continue to gain popularity with interactive marketers, and rightly so. But, companies also must pay close attention to the demands social media place on an organization's reputation and recognize the potential for negative implications. This hour-long program provides tips your firm can employ to manage your online reputation.

Creating Brand Ambassadors through Engagement

Some of your best employees are planning to leave as soon as they can. Others may stay, grateful for a paycheck yet unwilling to do their best. Still others may be embarrassed by your reputation. None of these scenarios produces engaged employees. During this presentation, you will gain ideas to engage your workforce and improve your internal communication. The program can be an hour in length or a more in-depth, half-day discussion.



Brand Enhancement through Reputation Management

If you focus solely on marketing, you may miss the opportunity to strengthen your positive image, develop even more loyal customers, build additional credibility for your brand, and engage employees more fully. This hour-long keynote provides ideas to build your reputation by fully leveraging your brand attributes, corporate culture and good works.

Corporate Social Responsibility

The Reputational Difference: Corporate Social Responsibility

Corporate Social Responsibility is more than a fad. Components of corporate citizenship are woven into cause-marketing campaigns, added to employee engagement programs and communicated to investors. During this day-and-a-half seminar, you will be introduced to the breadth of this topic, understand the importance of aligning your brand and corporate citizenship platform, and learn how to strategically leverage your good works for image enhancement.

The Sustainability Paradigm for Business

Investors ask about it. Government officials inquire about it. The media is covering it. Employees place it in their “commitment-to-company” equation. Customers are demanding it. Do these reactions sound too extreme when describing reaction to a business sustainability plan? Actually, the role that business plays in sustainability is scrutinized more than ever. This day-long seminar will help you get ahead of the curve by preparing – or refining – your sustainability strategy, so you know how to address key stakeholders in your business.

Selecting the Right Nonprofit Partner to Maximize Results

In the United States, corporate philanthropy is expected by customers, communities, employees and other key stakeholders. But, the charitable-giving process must be just as strategic as any business decision. This hour-long presentation outlines what you should consider as you select your nonprofit partner and provides suggestions for building this relationship. Or, participate in a half-day session and explore how to develop the non-profit partnership model that is best for your organization.

Communication

Crisis Planning and Management: Keys to Protecting Your Reputation

The best way to keep a positive reputation is never to have to defend it. Since that can't be guaranteed, you can take precautionary measures to help you protect your reputation and invest in proactive steps to help you control reputational damage should a crisis occur. Spend two days learning key concepts for media preparedness, strategic relationship development, pre-crisis planning techniques and ongoing critical communication with key stakeholders as you follow the path to recovery. Workshops are available with exclusive focus on either the planning or management of crises.

Transforming Communication to Lead Change

Change is frightening to anyone but given the economy and the unsettling times in the business world where trust in business is low, employees may be reluctant to engage in change. Yet for your success, operational transformation may be critical. To achieve organizational change, you need to examine your internal communication processes and messages. Learn how to review critical components in a transformational communication plan and strategies to keep your employees focused on the positive aspects of change. Participate in a half-day overview of the topic or add a working session in which you will focus in greater detail on your own organization.

Media Savvy Solutions

The media has the ability to “make or break” an organization’s reputation. This presentation provides guidelines for dealing with the media by building relationships, managing potentially negative interaction, and proactively generating positive news.

Personal Development

Strategizing Your Leadership Communication

Every day, you find yourself in leadership positions. You may be guiding cross-functional work throughout the organization, making executive recommendations, executing decisions, or acting as a role model for others. Perhaps, you find yourself delivering bad news or “rallying the troops” to tackle challenges. Are you prepared? This thought-provoking, 90-minute keynote presentation will highlight the basics of your leadership style and challenge you to examine your verbal and nonverbal communication.

Stylizing Your Personal Brand

Just like a company, you have a unique brand. During this one-day workshop, learn ideas you can apply to strategically build your personal brand that will position you in your career and your organization.

Executive Coaching

Media Training

Individualized media coaching is available. The training describes tips for improved interviews and key message development. Sessions can focus on preparation for specific crises or proactive promotion of a new product or marketing campaign.

Public Speaking and Presentations

Perhaps, your presentation skills aren’t at the level you’d like. Whether you are delivering an executive address, sharing a difficult message, preparing for a challenging Q&A, or looking to improve your selling skills, a customized training program can be developed for you.

Interested in hearing more?

For more information about these workshops and speeches, contact The Kinzey Company at 704-763-0754. Or, visit The Kinzey Company web site at www.kinzeycompany.com.





Ruth Ellen Kinzey The Kinzey Company

Ruth Ellen Kinzey, founder and president of The Kinzey Company, is known for developing strategic and comprehensive communication strategies. She emphasizes the importance of strategically linking communication, branding, marketing and corporate responsibility. Always focused on protecting and enhancing an organization's reputation, Ms. Kinzey has led companies through crises and proactive reputational improvements.

Ms. Kinzey has worked in corporate settings within the grocery retail, trucking, natural gas and computer software industries. During her prolific career, she has prepared change management communication, launched brands, developed government relations strategies, dealt with special interest groups, managed crises, established community relationships, supervised corporate foundations, educated consumers, engaged employees, created corporate citizenship platforms, supported investor relations activities, and designed and executed public relations and marketing campaigns. She also was a radio news broadcaster.

Having worked for global organizations, Ms. Kinzey is familiar with diverse cultural environments. She has contributed to international conference programming, including the 2009 New Models of Social Responsibility Summit, the US Chamber's Business Civic Leadership Center's 2009 Global Corporate Citizenship Conference, and the 2009 and 2010 Council of Communication Management's annual meetings. She has consulted in the travel and tourism, de-construction and banking sectors as well as assisted nonprofits. Her executive speech coaching sessions have helped business leaders improve their presentation skills and prepare for important meetings and media interviews.

Ms. Kinzey taught public relations, public speaking and journalism at UNC Charlotte. During her tenure, she established and chaired the Journalism Curriculum Committee and oversaw Communication Department internships. She has conducted seminars for businesses and nonprofits on topics ranging from crisis communication to internal customer service to improving presentation skills to working with board of director members to managing speaker's bureaus to personal branding.

A columnist for the **American City Business Journal**, Ms. Kinzey's editorials have appeared nationwide and addressed a wide variety of reputational topics such as corporate trust, corporate responsibility, strategic communication, employee engagement, and developing carefully planned relationships with government and nonprofit partners. Her corporate stewardship comments on sustainability and health and wellness matters in the grocery industry can be seen in her blog at www.whrefresh.com. She is a U.S. Chamber Business Civic Leadership Center Business and Society Relations Program Advisor and served as a judge, selecting finalists for the BCLC's 2010 and 2011 Corporate Citizenship Awards.

Always focused on strategically building the reputation of her employers, Ms. Kinzey has positioned them positively by capturing titles such as **Progressive Grocer's** Chief Marketing Officer of the Year for CMOs at two companies and Retailer of the Year; earning federal and state energy-related recognitions; capturing International Association of Business Communicator's Bronze and Silver Quill awards for crisis communication plans and media kits; nabbing PR News Corporate Social Responsibility Environmental Communications; earning recognition from National Association of Investors, Financial Analysts Federation, and Financial World for annual reports; and achieving industry recognition for employee communication. She is the author of the book **Using Public Relations Strategies to Promote Your Nonprofit Organization**.

Ms. Kinzey has a MA from University of Iowa in Journalism, with an emphasis on public relations. She is a magna cum laude and Phi Beta Kappa graduate of Coe College, where she earned a triple major in speech, English and secondary education.

She is a member of the Public Relations Society of America, International Association of Business Communicators, and Council of Communication Management. Ms. Kinzey serves on the College of Charleston's Communication Advisory Council. She was named as one of the "Top 25 Women in Business" by the **Charlotte Business Journal** and is a Paul Harris Fellow of the Rotary International Foundation.

The Kinzey Company is headquartered in North Carolina.