

[Infographic] 5 Key Skills for Next-Gen Communicators



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As brand reputation is becoming increasingly important to maintaining a healthy bottom line, the role of communicators is becoming more and more strategic. Consequently, the skills needed in the field are evolving as well. While interpersonal skills and the need for a strong intuition will always remain important, communicators need to understand the business from all angles to contribute to strategic initiatives. Business skills like reading a balance sheet and interpreting data need to be added to their repertoire. Below are five skills for next-gen communicators that were discussed by Graeme Harris, CEO of Strategic Profiles Management, David Chamberlin, SVP and CCO of SonicWALL, and Bill Price, VP and CCO of Zoetis, during a recent webcast:

5 Key Skills for Next-Gen Communicators

The following quotes are from three communications experts who participated in the "How To Stay Relevant as a Communications Executive in 2020" webcast.

Powers of Persuasion

"Getting the approval and buy-in you need takes creativity, it takes chess-like strategic thinking, but it's one of those things that isn't a matter of using an app."

- Graeme Harris, CEO of Strategic Profiles Management

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Use Data to Tell a Story

"As our social, traditional, and new media all give us greater ability to measure, that type of interpretation and insight is going to be one of the critical skills that we all need to develop and strengthen going forward"

- David Chamberlin, SVP and CCO of Sonicwall

Adaptability and Problem Solving

"I don't think having a playbook - one way that you think works - that kind of mentality is going to make you a successful business partner. Be adaptable to the strengths of your leadership, their priorities, and what works for them."

- Bill Price, VP & CCO of Zoetis

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Empathy

"People don't always express themselves directly...you have to have a level of empathy that allows you to interpret that signal the CEO is sending you and come up with a solution. It's a skill you learn overtime dealing with people. For some it's innate, while some people need to learn it."

- Graeme Harris

Diplomacy

"Being able to understand the allies you need to get before a meeting, who you need to pre-brief, how to manage egos and get people behind something when you're not the final decision maker - that sense of diplomacy and how you get people to embrace an idea is an important soft skill."

- Bill Price

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**For more executive insights for the next-gen communicator,
watch the CommPro webinar, “How to stay Relevant as a
Communications Executive in 2020”**