



Chapter 1
CEO Stardom Using PR



In this chapter

- ★ Why The CEO Has To Be The PR Pitchman
- ★ Yes, There's PR For Individuals Too!
- ★ Ever Thought Of The CEO As A Brand?
- ★ Can PR Make You A Famous CEO?
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WHY THE CEO HAS TO BE THE PR PITCHMAN

“If you obey all the rules you miss all the fun”
- Katharine Hepburn

In this piece:

- ★ Why you have to do the talking
- ★ Why a budget airline is getting all the media attention
- ★ Your internal audience is as important as your external audience

How times have changed!

At one time, CEOs just needed to fill the traditional role of managing their businesses, full stop. They had no public face, so to speak, and little attention was paid to “communicating” with the government, customers and staff – while the idea of building “image” was a faraway thing only practiced by Western CEOs.

In Asia, little has really changed in the communications front, as many CEOs still “don’t get it” that they need to be the top PR pitchman for their companies.

Breaking new ground, a good number of Asian CEOs are looking across the Pacific at their counterparts in the U.S. There, CEO coverage in the major national media alone has increased seven-fold over the last decade. CEOs learned the need to be known, seen and perceived as the right man for the job.

It is no secret that the job of CEO is complex, complicated and has gotten more competitive because CEOs today have to fight for media exposure.

Any well known CEO regularly makes time for TV appearances, sits for multiple media interviews, partakes in forums, gives speeches and makes charity appearances. These things are done because it is necessary for CEOs to find media platforms to pitch for their companies.

In simple terms, CEOs have to be the “salesman” and they need to become brands for their organisations

Regardless of how many PR people you hire, none of them will measure up as the right spokesperson for your company, when compared to the CEO. Simply put, the company must have its CEO as the PR pitchman. This is because a company is valued and judged by its CEO and not through its PR people.

Almost all the successful companies in the world are run by media-savvy CEOs who are often seen as having vision, persistence and integrity.

Scott McNealy, former chairman of Sun Microsystems, co-founded the company in 1982. Since then, McNealy has been pitching around the globe to prove his company’s slogan: “The network is the computer.”

According to him, the full value of the computer can be realised only by linking PCs, workstations, servers and every other form of hardware. This has also led McNealy to champion consumer choice, technology competition and the open-source movement. So, Sun rises through McNealy’s pitching efforts.

In simple terms, CEOs have to be the “salesman” and they need to become brands for their organisations (which is discussed in another chapter).

Tony Fernandes, CEO of the Malaysian-based budget airline AirAsia, is in the media as regularly as the news on the company itself. When there is mention of AirAsia, most of the time, Tony is informing, explaining or “selling” the services of AirAsia to the world. He helps AirAsia make a big impact on the airline industry, while giving a good scare to the bigger, older carriers.

Imagine that the CEO of an airline that doesn’t serve hot lunch during flights is getting all the TV airtime and newspaper column inches, compared to the bigger airline boys with those classy flight attendants.

Although he has no previous background in the airline industry, Tony Fernandes has proven himself to be one of the country's most revolutionary CEOs. He is synonymous with "innovation" and "aggressiveness" since taking the helm of AirAsia in 2001.

PR pitching by the CEO is not confined to an "outside" audience. For a corporation that is as huge as General Electric, its former CEO, Jack Welch, spent a lot of time on GE people.

He lectured each month at GE's management training center. He personally reviewed the yearly appraisals of GE's top 3,000 managers. To sum it up, he wrote lots of personal notes to lots of people.

Through this and his own uncanny instincts and unique leadership strategies, Welch managed to increase market value of GE to more than US\$400 billion over two decades.

The lesson? Products or services alone are not the sole pulling factor for people to want to do business with your company. In a world where there are so many similar products or services to choose from, the charisma of the CEO can be a big differentiating factor.

It should be clear by now that the CEO is the flag bearer not only of the company, but of the brands of that company as well. So go out there and be the PR pitchman.

What you should do:

- ★ Relook your media strategy
- ★ Start involving yourself more to promote your company
- ★ Let your PR guys do the messaging while you deliver it



YES, THERE'S PR FOR INDIVIDUALS TOO!

“With time, he became a legend in his own mind”
- Henry Kissinger

You will know:

- ★ Why individuals need PR
- ★ How to carry out your own PR
- ★ Common problems when executing PR for yourself

Many chief executives don't realise that public relations is not just for corporations, organisations or governments. PR works for individuals too. Yes, people like you and me. But then again, why do individuals need public relations?

Some of the possible reasons: you're on a job hunt or looking for an in-house promotion up the corporate ladder. Trying to advance a cause or right a wrong. Perhaps it is just showing-off to grab a headline. Have a case to make. Want others to appreciate (if not adopt) your point of view. Whatever the case, you need your voice to be heard.

A more important group of individuals who need PR are people who depend highly on their personality and good image to be successful in their profession — such as politicians, entertainers and lately becoming more and more important — CEOs — whether of small, medium or large corporations or public listed companies.

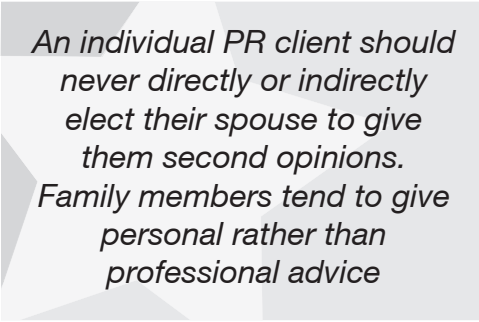
CEOs have become as important as their corporate branding and need to send out the same positive messages to the public. A CEO with a positive public image can help build a good brand for his corporation. But a CEO with a negative image can even send the stock price down.

So it is no wonder that famous CEOs manage to become (and stay) famous because they had embarked on a deliberate, planned PR exercise, run by PR professionals. Elaborate PR programs are drawn up for Bill Gates of Microsoft, even when he is travelling around the globe and Richard Branson cleverly uses it to market himself as a wily, adventurous entrepreneur.

Individuals in most cases cannot use advertising — in advertising, you talk about you. With PR, the media, as a third party, talks about you and in many ways this makes it more credible.

It's often said public relations is a little like sex: Most people think they're good at it. Few really are. When they realise this, they turn to PR professionals to get their image done or, for that matter, undone.

When you call in a PR consultant to handle you from the outside, they will be the first to tell you that public relations for corporations are so much easier to execute compared to individuals — especially those who have a lack of understanding of public relations' role.



An individual PR client should never directly or indirectly elect their spouse to give them second opinions. Family members tend to give personal rather than professional advice

So before you decide to use PR for yourself, it is worth knowing the kind of problems that are encountered on the long road to success — and try not to shoot yourself in the foot. Here are some of the common problems related to PR for personalities:

Sudden change of PR direction and objectives

More often than not, individuals decide to change their PR objective half way through the campaign. This is like trying to make a U-turn for a ship already under sail. Individuals should have only one important objective in their minds when deciding on the path to take and objective to achieve.

Run out of budget

PR consultants are just like any other businesses that provide service. PR programmes cannot run on faith, goodwill or promise alone. It's true that most individual clients have to finance their PR budget, unlike

some singers who get it done through their recording companies. But without sufficient planning for a budget, this will turn the PR campaign into a house of cards.

Consult their spouse

Be it faithfulness, or just plain ignorance, just like the saying goes – when buying a car, never bring along your wife – you end up driving home the wrong car.

Can't act their role

In other words, shyness and stage fright rolled into one. Singers need to know that it takes more than just talent to be famous and maintain that position. Muhammad Ali would not have been the “greatest” just by winning bouts. He played his role as an individual, sportsman and humanitarian. Individual PR clients need to play their role actively, when and where they are needed. In PR we train people to be ready to meet the world.

Customers are always right

This is one instance that the phrase is not correct. Individual clients are representing themselves and not their corporations. They have to be focused, not hypersensitive and open to ideas and suggestions. I hate to disappoint a lot of people but in this case customers are not right –perception is!.

“Legends are actually made, not born”

- PR man



EVER THOUGHT OF THE CEO AS A BRAND?

“People are voting for the artist, not the painting”

- Warren Buffet

In this chapter:

- ★ Why the business community treats you like a brand
- ★ How to be a good brand
- ★ Why Jeff Bezos is one of the most recognisable brands

There’s no denying it. Chief executives are brands!

Just think of GE’s Jack Welch, Apple’s Steve Jobs, Amazon’s Jeff Bezos and Microsoft’s Bill Gates – and you instantly know their names as ambassadors of their companies. In fact, these business leaders are top brands in their own right.

So let’s say you’ve just been told the good news – you are now the new CEO – and you suddenly realise, you need to learn a lot of things – fast. For starters, friends of yours who are long time CEOs will tell you that the success of your corporation will hang on your reputation – and not just on the quality of products or services you’re offering.

Consider yourself lucky to get good advice early in your life as CEO, because from here on, if you don’t stumble too badly, you’re on your way to becoming a BRAND. Why? It’s because the CEO plays a significant role in the way internal (staff, directors, their families) and external audiences (customers, suppliers, investors, regulators, politicians, media and so on) evaluate, and ultimately respond to your company.

Your reputation as CEO has a great impact on the expectations of stakeholders, the public, consumer and government. If you start off as a CEO with a bad reputation (meaning you screwed up), you will likely

drag your corporation down with you, while a favourable reputation (you actually did something right) will lift the company's image.

Without a doubt, the role of CEO reputation today is far more challenging than ever before, brought about by an inquisitive media, issues on corporate governance, global economics, more sophisticated audiences and fierce competition. All in all, it's a tough world out there.

*Jeff Bezos of Amazon.com
is perhaps one of the
youngest persons to be
TIME's Person of The Year*

So you're dying to know, what makes a good CEO reputation? Chances are, it's based on these criteria:

a) You're a person with vast knowledge (we hope)

Knowledge is no good unless you use it; or seen to be using it. A professor in rocket technology is no great shakes unless he builds a rocket or at least passes his knowledge to others. A trained boxer is nobody until he fights in a ring. You as a CEO must be able to show you are knowledgeable and able to get this across to your audiences through publicity campaigns, commentaries, television and print interviews, talk shows, public appearances, press conferences and so on.

Sad to say, a large number of CEOs are not using these platforms to the fullest for their own benefit. Opportunities are normally wasted because they aren't able to "sniff" media and public appearance opportunities in front of them.

b) A good communicator

All these platforms must be utilised with proper guidance. The proper way of communicating is not only through speech, but includes proper dressing, body language, social etiquette, media relations, government relations and investor relations — that all sum up to public relations. You need to convey your vision and strategy clearly and consistently to people inside and outside your company.

c) A visionary

Jeff Bezos of Amazon.com is perhaps one of the youngest persons to be TIME's Person of The Year (1999). At the age of 35, he is the fourth youngest individual ever, preceded by 25-year-old Charles Lindbergh in 1927; Queen Elizabeth II, who made the list in 1952 at age 26; and

Martin Luther King Jr., who was 34 when he was selected in 1963. Bezos is unquestionably, the king of cyber commerce. When he first looked at the World Wide Web, he realised the future of retailing was looking back at him. Bezos' vision of the online retailing universe was so complete, his Amazon.com site so elegant and appealing, that it has become the point of reference for anyone who wants to venture into online commerce.

The most crucial time for a CEO is the first 100 days in his new position

The kind of reputation Bezos built for himself has helped Amazon.com maintain its number one position until now, even after he had to lay off workers during the economic slowdown in the US.

When you think of Jeff Bezos, you're thinking of a brand.

d) A leader

Back to you, the building of leadership credibility and a winning team takes more than simply granting year-end bonuses (though your staff won't fight you on that one). It also requires understanding and communicating with your senior management team in strategic development and implementation, as well as their participation in the company's direction.

e) Pass the 100-day test

The most crucial time for a CEO is the first 100 days in his new position. As CEO, you should already be equipped with the knowledge and know-how to face your audience once you step into your new office. Ideally, a "good" crisis should occur during the 100-day period, thus creating a golden opportunity for you as CEO to show your skills at problem solving.

By 100 days you should already have achieved at least the first level of results that you promised and you should tell the world your achievements through the media. Again, internally and externally you should be able to win over your audiences, because after that, they will start lowering their expectations and will turn the whole exercise into a fault-finding mission.

Conclusion:

- ★ You can sell "your brand" through the media - it will reach more people in less time
- ★ Companies will not keep bad brands -- so, beware!



SNIFFING OPPORTUNITIES IN PR

*“A good plan today is better than
a perfect plan tomorrow”*

- General George S. Patton

In this chapter:

- ★ PR opportunities are almost everywhere
- ★ How you could benefit from crises and disasters
- ★ Helping others while helping yourself

Smart CEOs are constantly on the lookout to push their corporate and personal messages by using PR. Some do this by getting involved in a good dose of PR planning, while others jump in when opportunities present themselves.

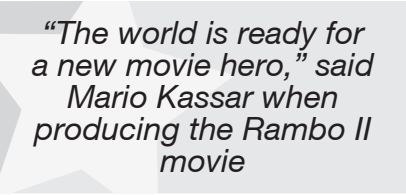
No doubt, PR works well with planning. Planning for PR for the next three months is usually good. Six months is even better, but stretching it to a one-year plan is usually pointless.

Nothing you plan is cast in stone because changes in day-to-day life contribute a significant effect to the way you use PR. This makes realistic long-range planning out of the question. So in real terms, you need to utilise some measure of “PR instinct” to make full use of unfolding situations – the one you didn’t plan for.

As amazing as it can be – sometimes, out-of-the-blue opportunities generate more memorable PR compared to the planned ones. Be on the lookout, and as long as you are an alert chief executive, strange fruits will fall at your feet. Here are a few examples that should trigger you to act to gain some PR mileage for your organisation and at the same time, contribute something back to society:

a) When crisis happens

This works better when your organisation is not the one being hit by a crisis. Please don't get it wrong by thinking you're making the most of it. If you remember, during one of the worst building disasters in Malaysia — the collapse of Highland Towers condominiums — KFC went quickly to the disaster site to distribute free food to the rescue teams, police and media who were there.



“The world is ready for a new movie hero,” said Mario Kassir when producing the Rambo II movie

The fast food chain also stationed a fully functioning mobile kitchen so that hot fresh food was available round-the-clock. This was a brilliant move. It was a master stroke that brought much needed relief to rescue workers, while the fast food chain was seen by the public and government as a responsive and responsible corporate citizen. Well done KFC!

b) When opinion is needed

It's human nature that people all over the world love to listen to what other people have to say. People eavesdrop all the time. Your neighbours, competitors, co-workers and even the office cleaner would like to hear what is said over the phone.

You can exploit this human trait to your advantage by making full use of speaking or media opportunities.

Example: The government has just announced a new favourable budget to help boost IT uptake in the country. If you are willing to comment on the benefits the nation will gain, you are considered an important “source of opinion”. Remember, only important people get to give opinions. So if you give your opinion through the media, the level of trust and respect for you will increase tremendously. Try it and be surprised.

c) When help is needed

A foreign circus runs out of luck in Malaysia, getting stranded after running out of money and food for its animals while performing at a resort. A resort operator steps in to adopt the circus, creating a good example of what “community service” can do.

The resort operator agreed to take care of the expenses of running the circus, while the circus only needs to perform for visitors of their theme park on certain days of the week. The win-win situation continued until the circus got back on its feet. The newspapers, TV stations and international wire services loved it. This is a good example of a simple PR gesture that creates multiple effects:

- i) Help save the animals (which include some endangered species)
- ii) Play the good host on behalf of Malaysia to foreigners
- iii) Help create more traffic to the theme park with the new attraction

d) When there is no leader

As a CEO, you can stake out a “position” in social or community events. This is only possible when you do it before anyone does it. Some stake out their position in the music scene, some in sports development and some in the preservation of a national heritage. If you are able to do it first -- the rest will be seen as copycats.

e) When a new concept is needed

From time to time, a new concept is needed and if you’re fast, you’re the one to come up with it. Mind you, a new concept doesn’t really have to be totally new. It can still be considered new to the society you are addressing, even though the concept is imported from other parts of the world.

A good example of something “new” is working hand-in-hand with fast food chains to collect their discarded food every evening and distributing them to poor people. The food is wholesome but stayed too long on the shelf and company policy states that these must be “binned” and thrown out.

f) When it’s time for a new hero

“The world is ready for a new movie hero”, said Mario Kassar when producing the Rambo II movie. Concentration of the sequel to First Blood shifted heavily to the character of John Rambo -- the formula proved really successful and the sequel earned a lot more money than the first feature. It gained marketing and PR success not only for the movies but also for Sylvester Stallone.

That’s the glamour world of Hollywood. You too can become a hero within the industry you happen to be in -- IT, fast food, telecommunication, banking and the list goes on.

So always be on the look out for that unscripted PR opportunity.

Quick Tips

Easy ways to look for PR opportunities:

- ★ Look in the newspapers - tragedy happens everyday
- ★ Contact your local charitable bodies
- ★ Start a charity campaign of your own



CAN PR MAKE YOU A FAMOUS CEO?

“I figured that if I said it enough, I would convince the world that I really was the greatest”

- Muhammad Ali

Some points in this piece:

- ★ Why being famous is important to some
- ★ It is not that hard to become famous
- ★ How to handle fame

Oh how we all love fame! Our great fascination with the “Lifestyles of the Rich and Famous” kept us glued to the TV screen as Robin Leach entertained with mouth-watering glimpses of how the rich and famous live.

You can’t say the same about Asian business. Asia is a region with lots of businesses, but few business heroes. It is the fastest growing region in the entire planet, but famous Asian CEOs are almost a rare breed. If you were asked to come up right now with the names of, say, five famous Asian CEOs, you probably can’t. On the other hand, when you think of America or Europe, famous chief executives dot the land like lots of tall trees.

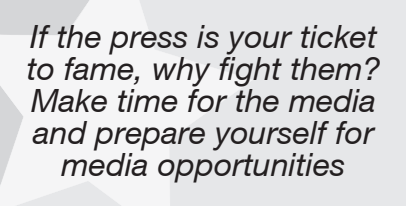
You too can be rich and famous. Fame is usually created for a purpose. There are many reasons why people want to be famous. The most common is to make money and be respected. So, if you want to be a famous CEO, what is your reason?

PR can make you famous, that’s for sure. However, the effort, time and costs involved, will vary with each case. Some may achieve fame sooner, and some may have to spend more time working at it. But if you take a closer look, the world’s most famous people achieved their

much-envied status simply because they knew one key item — how to influence the media.

The truth is, there is no method more powerful, or less costly, for creating fame or fortune than publicity.

People become more and more famous by simply appearing regularly in the media. Fame is not about any sudden event. It is never about one particular interview. It is about momentum and accumulation. Every drop helps fill the bucket — every article, every book, every interview and every appearance will contribute to your fame.



If the press is your ticket to fame, why fight them? Make time for the media and prepare yourself for media opportunities

Famous by requirements

Entertainers are a group of people that need to be famous to be successful in their glamour careers. People will buy their CDs or watch their movies because they know about the entertainers. Once they are made famous, the entertainer's image is easier to sell.

The same applies to the corporate world. CEOs and owners of multinationals and conglomerates need a "face" to help sell their products and services. Think of Colonel Sanders. He died many years ago, but his fried chicken still sells well because consumers know who the Colonel was. His fame helped sell his fried chicken globally — including to customers like you and your family.

Industry leaders and CEOs must realise that fame is not a matter of their own choice — it comes with the job.

It is a tall order that you need to fill. However, you need to define the category of fame you want to be in. Some organisations want their CEO to be famous for his aggressiveness in the industry. Some require a high level of "thought leadership" and "visionary" qualities. Some just need to have a CEO whose name will be immediately identified with the company.

Fame management

Fame when created needs to be managed well. Movie stars and singers will have fan clubs to promote their popularity. Letters need to be answered as a means of communicating on a personal level, even

though it's no secret that it's not the celebrities who answer them. Lucky fans will get a personally autographed picture.

From time to time, the stars will meet the fans through a programme drawn up by its club or the PR guys.

This works the same way with CEOs and politicians. CEOs will have their corporate communications or PR consultants answering requests from the media. Corporate communications departments will also screen requests for talks and donations. From time to time, the CEO will need to address the media about new developments, or comment on or dismiss issues. All these are important to keep one's fame intact.

Be it at the entertainment level or at the corporate level, fame is beyond the owner's personal capacity to manage. CEOs need professionals to maintain or increase their fame to a desired level for effectiveness.

How to make yourself famous?

a) Make your work newsworthy

Concentrate on items that are newsworthy. It makes the point that helping others (while helping yourself) not only makes your news item more interesting, it makes it that much more important. Organise charity events that benefit others and give something back to the community. People take an interest in your work when it benefits them, not because it benefits you.

b) Be Media Friendly

If the press is your ticket to fame, why fight them? Make time for the media and prepare yourself for media opportunities. It's a good start if you're a person who can work with the media. The media will court a person who is approachable, educated and has good sound bytes to deliver.

c) Publicity starts with a news release

Without a doubt, a news release is one of the world's best (and cheapest) marketing tools. But it is also the thing that often shatters the hopes of many who dare to seek publicity.

Most experienced business people have a story to tell about their attempts at gaining publicity — and it always ends with the same ques-

tion: “Why do I even bother?” The fact is, millions of dollars worth of publicity is available to anyone who knows how to get it. If you don’t, then get a professional to write the news release for you. Otherwise, it will probably end up in *Wastebasketland*.

Summing up, there is a high price to pay for fame. But once gained, you have to feed it with positive elements to keep reaping the benefits. All said and done, it is better to be famous than anonymous and it is better to pick the fast lane on the street than the slow one. What is really not smart is to stand in the middle and not pick a lane. Just ask Margaret Thatcher.

“Standing in the middle of the road is very dangerous; you get knocked down by traffic from both sides”

- Margaret Thatcher

You know you are becoming famous when you receive:

- ★ More telephone calls
- ★ More invitations to attend social functions
- ★ More enquiries for donations



LEARNING FROM SUCCESSFUL POLITICIANS

“If you can’t explain it to a six year old, you don’t understand it yourself”

- Albert Einstein

You will learn:

- ★ That politicians are masters of communications
- ★ That perception is actual, is real
- ★ Being straightforward actually works!

A CEO can learn a lot from a politician – especially on how to get your messages across.

Politicians are good at this simply because politics is an “ideas” business. To be in the business of politics, they need to win elections. So whatever kind of politician they may be, they must do two things: Develop a message that resonates with voters; and deliver that message effectively. In short, it all comes down to being able to communicate well.

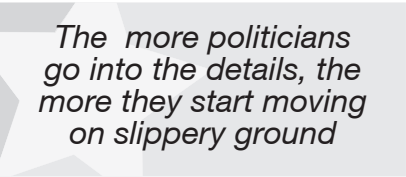
As we know it, voters are fickle in their tastes and as they become more sophisticated, politicians need to evolve too. This means taking on tasks that include planning, research and the help of professional PR people along with that of a campaign manager. All these help in crafting the right message.

Having said that, are politicians really using every available communications tool to reach out to voters? In developed countries, there’s already a strong industry that deals with politicians’ day-to-day activities and political campaigns. The industry also includes what they call “political advertising” -- communications supporting or opposing a candidate for nomination or election. In some less developed countries, politicians are on their own to win the hearts of their voters.

Again, politics, just like any other reputation game is all about perception. Why should people vote for them? It's because of the good perception these people have of politicians through the messages fed to them.

When we talk about successful political campaigns, we can't help but mention the name James Carville. He is an outspoken U.S. Democratic political

strategist and commentator who emerged onto the national political scene after he helped elect President Bill Clinton in 1992. For his work on the Clinton campaign, the American Association of Political Consultants named him Campaign Manager of the Year in 1993. He went on to serve as a senior political adviser to the president. His other clients include Prime Minister Tony Blair, Nelson Mandela and Chancellor Gerhard Schroeder, to name a few.



*The more politicians
go into the details, the
more they start moving
on slippery ground*

The existence of specialists like Carville confirms the argument that perception has to be managed.

Now imagine CEOs as politicians, and with that in mind, let's pluck some lessons from successful politicians:

Message consistency

Politicians are usually good in crafting, enhancing and maintaining interest of a message. Different areas need different message content and mood. Different age groups need messages tailored to their expectations.

Analyse strong and weak points

Successful politicians are always aware of their strong and weak points. It is obvious that a strategy can only work if it is based on facts, not on wishful thinking. Therefore do not try to disguise weaknesses. In the political scene, if the politician's opponent has more resources than him, if the politician's party is deeply divided about an important issue or if his party leader is involved in a scandal, he could not ignore or deny these facts, but take them into account in his planning.

Be straightforward, use examples -- and avoid detail

Voters like politicians who are straightforward. They like politicians who do not get lost in confusing details, but who are able to say what

they want to achieve or have achieved without an obfuscating ocean of information. The more politicians go into detail, the more they start moving on slippery ground. For example, it is fine for a politician to tell his intention to decrease taxes. But in reality some groups may benefit more than others from the intended tax cuts. As soon as this becomes evident the politicians will get bogged down in a rather unfriendly debate about winners and losers.

The same goes for CEOs. Be concise, and disclose relevant information only.

Talk about concrete results for customers. Forget procedures, instruments and technical details

Publicity alone is no good without having the effect of getting people to agree with your message

This point is closely linked to the previous one. Many politicians tend to forget that voters are not interested in procedures but in results. Voters understand what the politician is trying to achieve,

particularly if you talk in simple language about issues which are close to their heart. But they are not bothered as to how the politicians achieve them.

If companies like BMW did not stress on the quality of their products, but instead, kept talking about which machines they use in their factories, who would feel motivated to buy their cars?

Powerful speeches

Politicians are judged during the delivery of their ideas. Good speeches will translate to votes. Bad speeches mean you have to wait for another election, or won't be elected ever. Good speeches that make sense to your audience, must work closely with the agreed messages and themes.

Naturally, it helps when the CEO is a master at public speaking.

Using fear as a tool

At a rally in the western state of Colorado, John Kerry, the Democratic contender accused President Bush of letting Al-Qaeda terror mastermind Osama bin Laden slip "out the back door" and of "waging a scare campaign to hold on to the White House."

Smart CEOs can also use “fear” to attract customers’ attention and convert that to a purchase. The fear of being obese is the message often used by companies that sell slimming pills. The fear of not being “hip” is a constant reminder by fashion establishments – and the list goes on.

So, to create demand, go and create possible future negative scenarios.

Staging

If you think this is about fancy costumes and bright lights, you’re not far from the truth. Politicians don’t wear clothes that they feel comfortable with. Instead, they wear clothes that their audience is comfortable with. Clothes as simple as they may seem, carry hidden messages that speak of the image of the politicians.

When you speak in their role as politicians, all must be in place. Lighting plays an important support role because bad lighting will either make you look horrifying and far from friendly or sincere.

Media relations

The power of the media is no doubt, very strong -- just print a statement and the whole world knows about it. Most of us like and want publicity. So does a politician – they want good publicity, but sad to say, so many politicians who manage to get media attention never use the opportunity to the fullest.

Publicity alone is no good without having the effect of having people agree with your message. Publicity must always be with a purpose.

Even though media relations looks simple, it actually has 1001 rules attached to it. Gone are the days when media relations means knowing somebody in the media. Media people are professionals and want to be treated professionally.

“Politicians are smarter than they look”

- Self description by a politician