



**Communications at the intersection of
Globalization, Disruption, and Politics**

Agenda

Philosophy

Today's comms environment

How to do successful comms

Philosophy

**To execute world-class communications
you need strategy, audio, video, digital and
social, writing, plus event production that
is holistic, high-frequency, and high-low.**

"The medium is the message"

-- Marshall McLuhan

"The future isn't just a place you'll go. It's a place you will invent."

-- Nancy Duarte

"Engineers, medical people, scientific people, have an obsession with solving the problems of reality, when actually ... once you reach a basic level of wealth in society, most problems are actually problems of perception."

-- Rory Sutherland

Psychology > Technology

“The engineering of consent is the very essence of the democratic process, the freedom to persuade and suggest.”

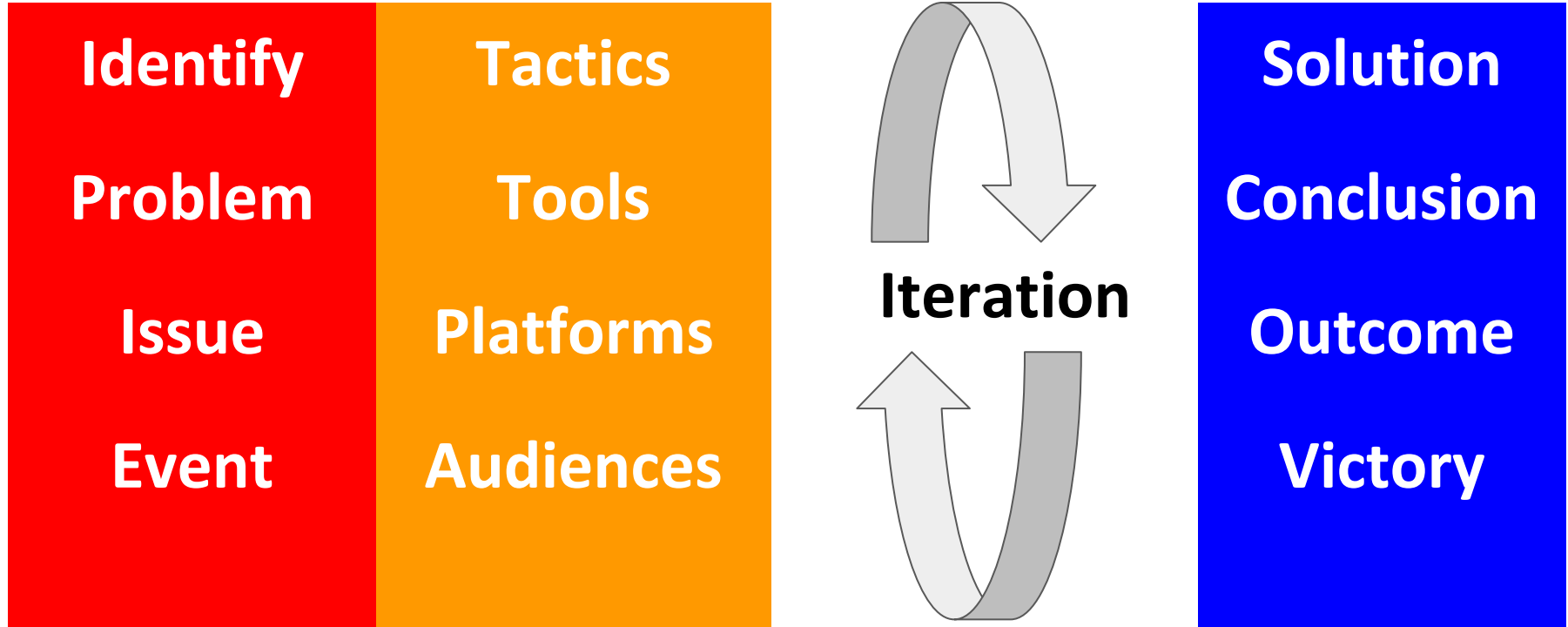
-- Edward Bernays

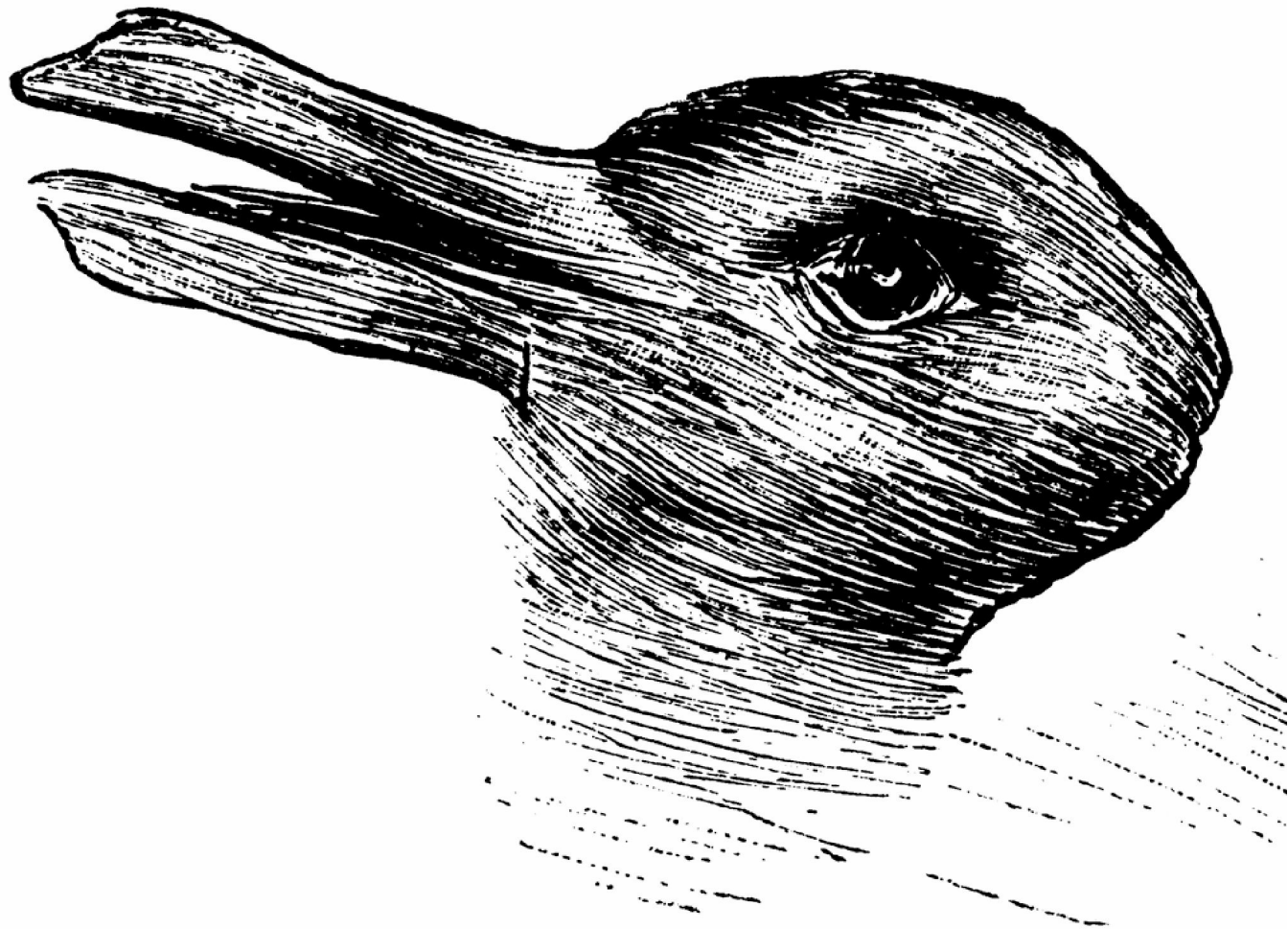
**“The real problem of humanity is the following:
we have palaeolithic emotions; medieval
institutions; and godlike technology.”**

-- Edward Wilson

Communications is a superpower.

Communications Art + Science





Today's comms environment

Globalization = not peace + not war

Disruption = capitalism reconsidered

Politics = hyper-politics + endless campaigns









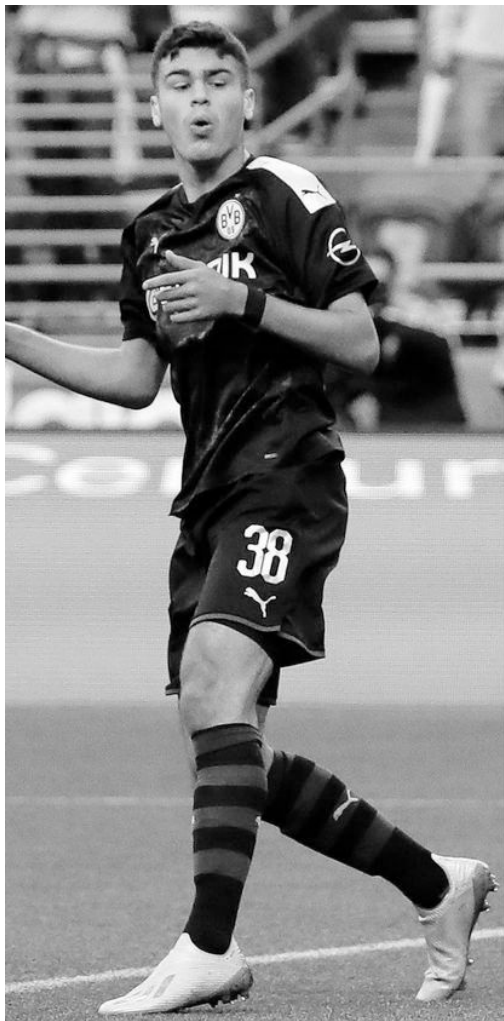
Google

D TERMINAL

NEW YORK

42









Custom Settings

Map: The Skeld

Impostors: 1

Confirm Ejects: Off

Emergency Meetings: 2

Anonymous Votes: Off

Emergency Cooldown: 20s

Discussion Time: 15s

Voting Time: 90s

Player Speed: 1.25x

Crewmate Vision: 0.5x

Impostor Vision: 1.5x

Kill Cooldown: 22.5s

Kill Distance: Short

Task Bar Updates: Always

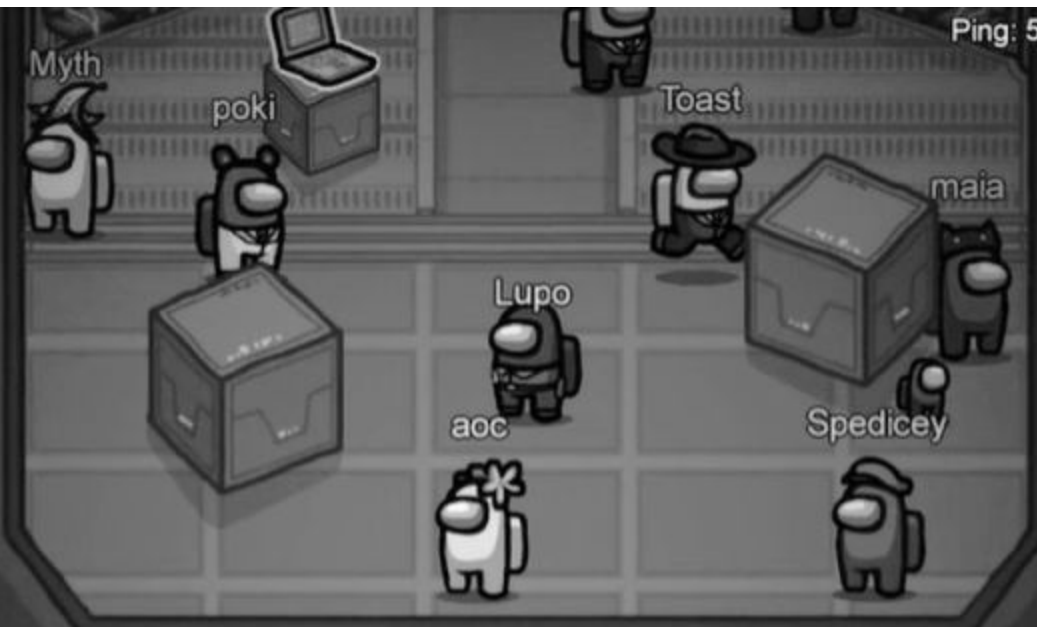
Visual Tasks: Off

Common Tasks: 0

Long Tasks: 1

Short Tasks: 5

Ping: 50 ms





How to do successful comms

Communications is the spreading of an idea.

STOCK is the framework for the spreading of an idea.

STOCK

Strategy

Tactics

Organization

Consistency

Know-how

"Strategy is an idea that describes a journey to a position of advantage."

-- Blair Enns

"Strategy is the answer to the question, 'How are we going to become and remain unique?'"

-- Michael Porter

What are the tools, tactics, platforms, events, and methods, etc. which we going to use to execute our strategy?

Tactics are tools - things you do to win voters, win in the marketplace.

Repeat, tactics are tools.

What are the systems, what is the process, who is on the team?

Who is responsible for what?

Who is doing what when?

Answering these questions is all about employing solid organization.

Can you form a habit with your voters?

Can you create an environment where they expect, demand, need your service?

Developing and executing a predictable editorial calendar that takes advantage of the calendar happenings, cultural activities/engagements, and natural inflection points is essential

What expertise, know-how, insights, humanity, behind the scenes, are you sharing and providing to your network, voters, and marketplace?

What's makes you special?

What's your unique selling proposition?





CARACAL

Marc A. Ross
Caracal
marc@caracal.global
caracal.global
@marcaross

Caracal can help if you need communications at the intersection of globalization, disruption, and politics, engaging multi-stakeholders in today's hyper-political world.