



Strategic communication advice for the hydropower industry

Rolf Olsen, Leidar
Norwegian Energy Partners, April 26

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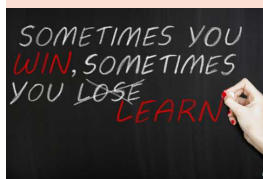


On my agenda in the next 20 minutes

Some fundamentals to consider when we are discussing communications



Best practice examples from industries that I have been personally involved with

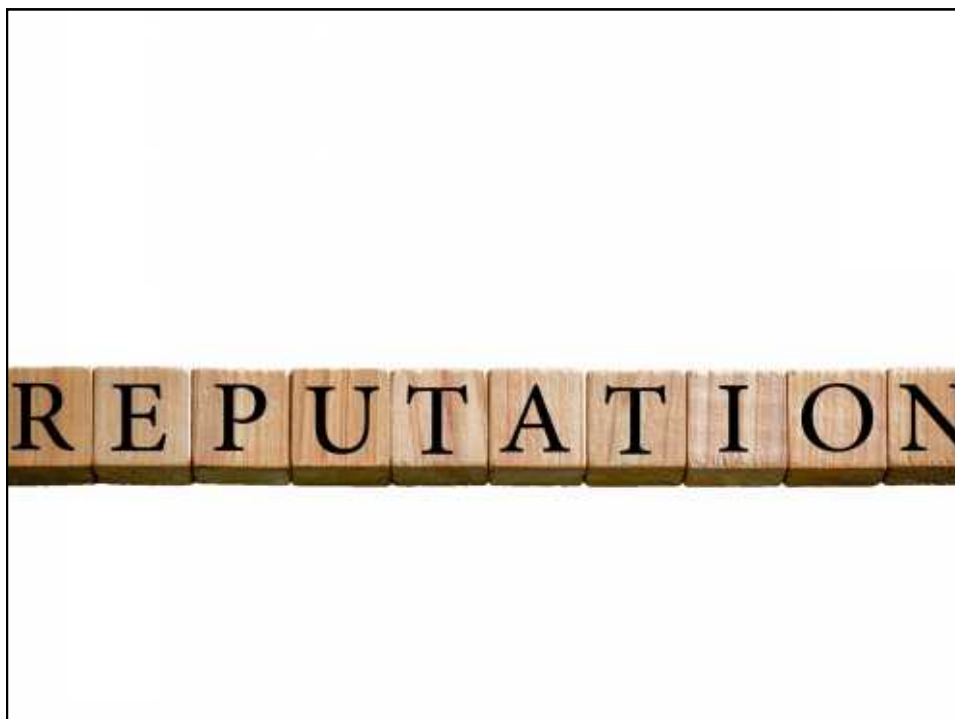
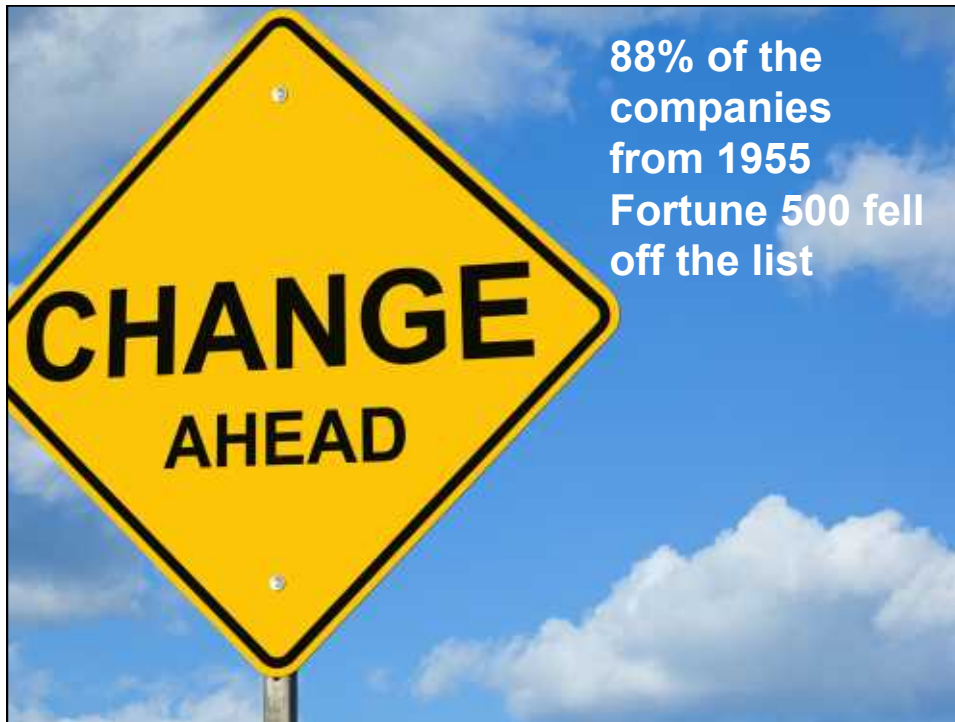


A proposed call-to-action for Norwegian Energy partners



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Reputation vs. brand

“Brand is personality;
reputation is character.

Brand is something you build;
reputation is something you earn.

Brand is a promise;
reputation is the result of keeping that
promise.”

Paul Holmes



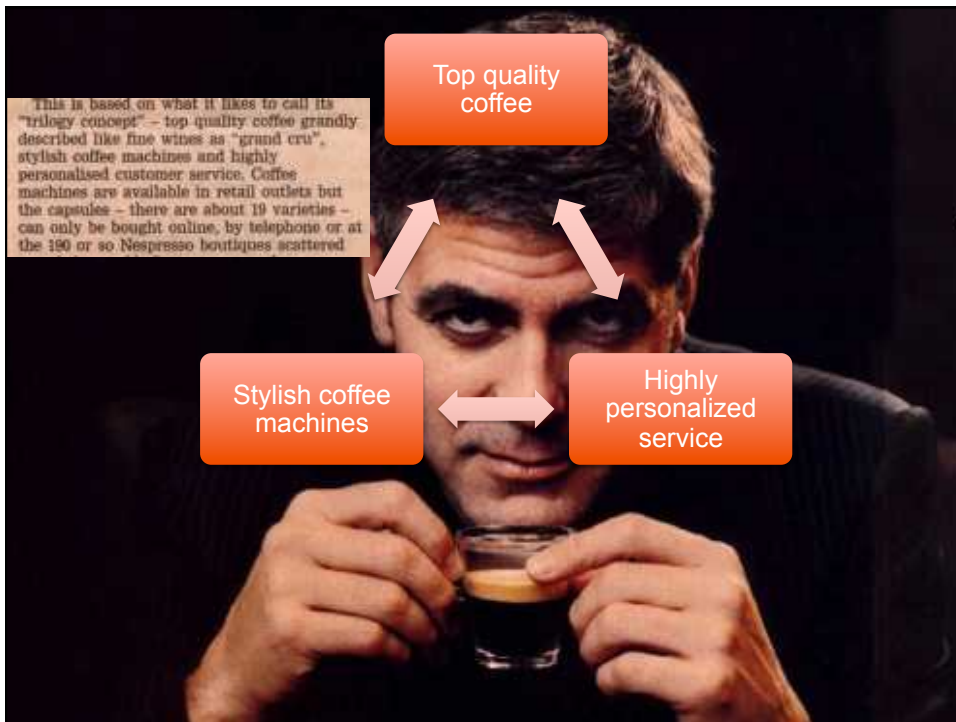
TheHolmesReport



Ethos – Pathos - Logos



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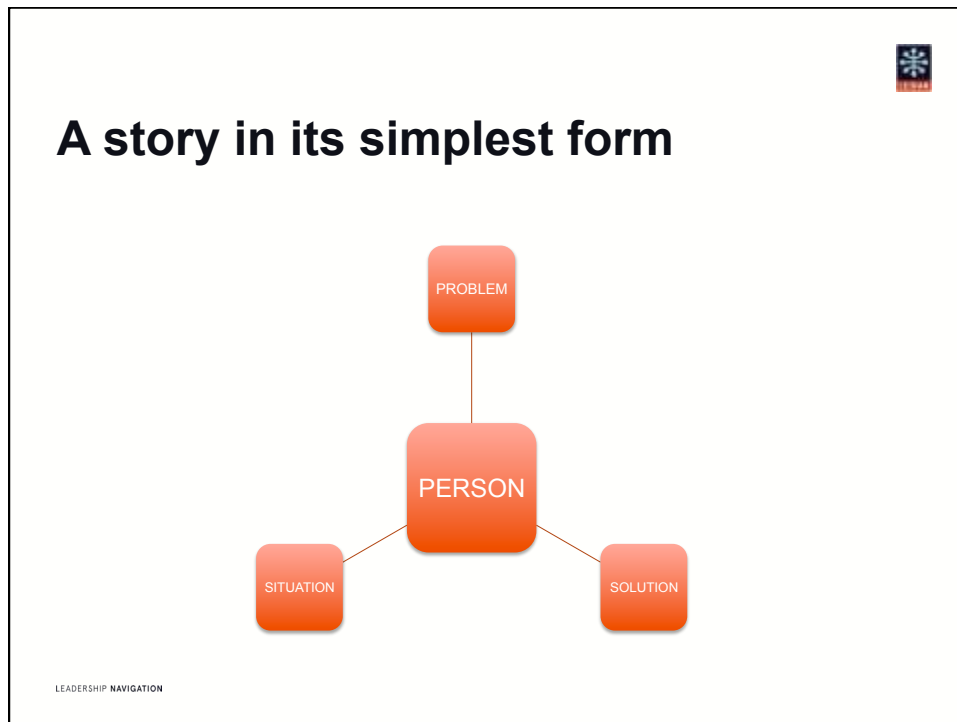




John Montagu
4th Earl of Sandwich
1718-1792

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A circular portrait of John Montagu, 4th Earl of Sandwich, is centered in the lower half of the slide. He is depicted in profile, facing right, wearing a dark red coat and a white cravat. The portrait is set against a dark background and is enclosed in a light gray circular frame. In the top right corner of the slide, there is a small red and white logo with a stylized 'L' and the word 'LEADER' below it. At the bottom left, the text 'LEADERSHIP NAVIGATION' is written in a small, sans-serif font.





The telecoms industry...



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The fertilizer industry



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International Water Association



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ABOUT US

FASHION FOR GOOD is the global initiative that's here to make all fashion good.


Fashion for Good enables the daring invention and widespread adoption of good fashion practice with 'The Five Goods': Good Materials, Good Economy, Good Energy, Good Water and Good Lives.

"The Five Goods represent an aspirational framework we can all use to work towards a world in which we do not take, make, dispose, but rather take, make, remake."

William McDonough, McDonough Innovation




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About

Norwegian Energy Partners (NORWEP) is the result of a merger between INTSOK and Intpow in 2017. NORWEP will continue to provide support to the oil and gas supply industry in Norway with the same dedication and quality that we have been doing for the last 20 years, but we are now also working with the renewable energy sector.

Norwegian Energy Partners (NORWEP) will be combining the competences in previous INTSOK and Intpow to mutual benefit the whole Norwegian energy industry. International oil companies are now reshaping and extending their investment strategies and Norwegian supply industry should be well positioned to compete also in the renewable markets.



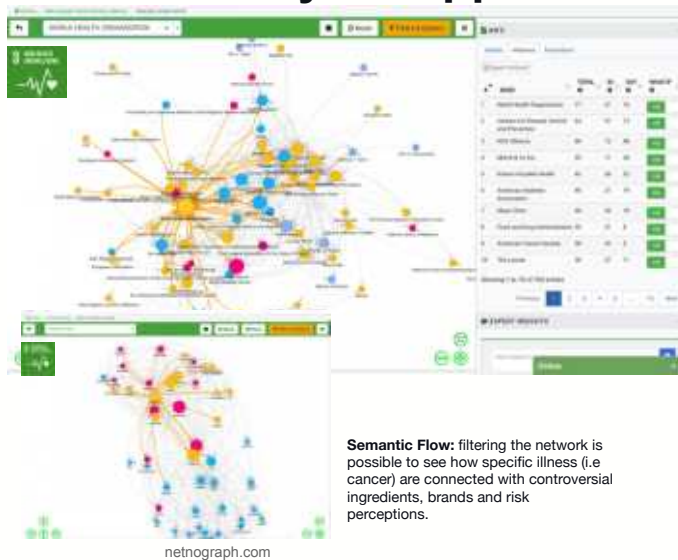
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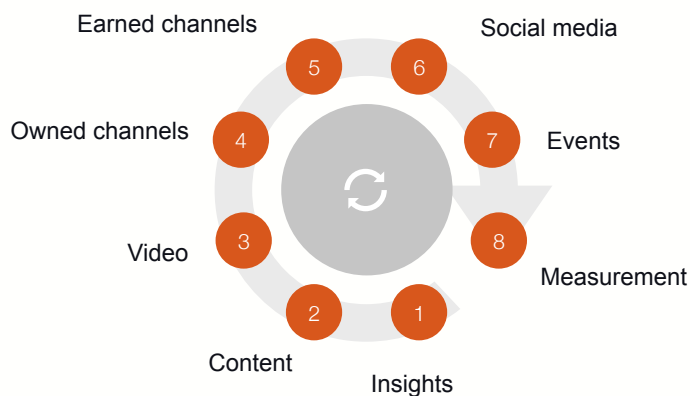
Use science to inform your approach

Once we map the small world of influencers, we analyse specific issues, such as:

- Who Influences Whom,
- How they influence each other and Why?
- What they are discussing and which are their positioning?
- Who can be engaged and how?



Engage your stakeholders



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So, to sum it up – my checklist for you...or maybe call-to-action?

- Do you understand your stakeholders – your reputation? And who influences who?
- Do you have a clear idea of your brand – how you want to present yourself?
- Do you have content credibility (ethos) – thought leadership?
- Do you have a clear why? A north star? Do you connect emotionally (pathos) with your stakeholders?
- Do you have a clear narrative that you pursue rigorously (logos)?
- Do you have good storytellers – and do you engage with your stakeholders with regular storytelling in all channels? Internationally...

- **The good news: It is all doable!**

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