

pivotal TESTING CASE STUDY

CEO Communication Optimization

Situation:

- CEO was preparing for a series of **high-profile interviews** with the media and wanted to determine the most successful way to communicate announcements about changes in the company
- Required a **high level of credibility** for the speaker in order to maintain credibility for the firm
- Feedback on CEO's speaking effectiveness was anecdotal and firm desired to test against key stakeholders to **ensure that the message could be delivered with maximum effectiveness**

Testing:

- Evaluated reactions to CEO statements by surveying **key stakeholders**
- Assessment included **evaluations of interviews with other top CEOs**
- **Continuous response tracking** while viewing interviews to map positive and negative reactions
- **Identified key words/phrases** that detract or add to key messages

Outcome:

- Results provided a **benchmark for CEO's key communications strengths and weaknesses** when discussing business issues
- This **informed the communications strategy** for the new announcement as well as future public communications from the CEO
- Provided a relative **assessment of strengths and weaknesses relative to other leading CEOs**

