



COMPANY PRESENTATION

Your position matters.

by SUSANNE MÜLLER ZANTOP CEO POSITIONS AG, 2006



MISSION

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VISION

POSITIONING
INTERVIEW™

EXAMPLES

VISUAL

CLIENT PROPOSAL

BUSINESS MODEL

DIFFERENTIATORS

CASE STUDY

MANAGEMENT

CEO POSITIONS supports every CEO in giving his audience a new and accurate understanding of his personality, the future of his company and the market he is operating in, within one professional, authentic filmed interview.



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Personal pressure

CEOs are ,the world's most prominent temp workers. In Europe they last on the job an average of 2.5 years since 2005, this won't change...

Society gains

In 2010 western societies will have gained a maximum of transparency regarding CEO's performance. CEOs will have to present themselves more visibly than today, whether they like it or not.

Legal restrictions

Restrictions will increase, shareholder activism may be at it's beginning. This makes all kinds of public or semi-public presentations more difficult.

Technology disruption

The decrease of traditional TV and the increase of streaming technology will lead to a third wave of change, a global ubiquity of pictorial data, personal TV stations and the generation of user-made programming.



A POSITIONING INTERVIEW™ IS:

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A Positioning Interview™ is a 5 to 15 minutes video

- recurring process
- protected environment
- fair representation
- content control
- multimedia
- global distribution
- polarity-based positioning
- to optimize results



EXAMPLES FOR PIT™ SITUATIONS

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	CEO	CHAIRPERSON
CYCLICAL	<ul style="list-style-type: none"> Updates on strategy initiatives Explains quarterly results Cultural greetings Individual investor roadshow 	<ul style="list-style-type: none"> Chairman's letter in the Annual Report delivered as video
ON DEMAND	<ul style="list-style-type: none"> Responds to a bid Explains acquisitions Communicates restructuring Rejects a proposed takeover Introduces new management 	<ul style="list-style-type: none"> Is not available at the AGM Likes to introduce a new CEO Explains the position of the board regarding a takeover move



WHY POSITIONING IS VISUAL

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Research has shown that of any presentation approximately 70% body language, 20% voice and 10% content reaches the audience.

This is to say that the impact of your message is completely transferred by your gestures, facial expression, posture, and movements. You are communicating with your body way before your voice becomes heard. The impact of your non-verbal statement is much higher than your verbal statement.”



Source: U•NI•T Theater Hannover Language Training Acting



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VISION

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VISUAL

CLIENT PROPOSAL

BUSINESS MODEL

DIFFERENTIATORS

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The production of a Positioning Interview™ covers 6 areas:

- **Concept:** We generate ideas for key messages, script and set up
- **Content:** Tailor-made. We bring ideas for the Q&A to be controlled and finalized with the CEO's PR team
- **Crew:** Interviews are held in German, English or French. Size of camera negotiable
- **Production/Control:** We don't take more than 30 minutes of the CEO's time for shooting and provide results in less than 24 hours. The material is content-checked in every detail
- **Distribution:** secured quality of formats usable by all channels (Web, TV, Audio, Pod cast). The material is suitable for all audiences. Hosting of the material if desired
- **Feedback:** collected from the audience. Debriefing analysis with client



PARTNERING WITH CEO POSITIONS

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EXAMPLES

VISUAL

CLIENT PROPOSAL

BUSINESS MODEL

DIFFERENTIATORS

CASE STUDY

MANAGEMENT

Value for our client:

- Ideal tool:
 - short-term availability
 - global reach
 - strong impact
 - 100% control
- Digital material can be re-used internally/externally, life-cycle can be defined
- Production is tailor-made to quality/availability needs of the CEO



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KEY DIFFERENTIATORS

MISSION

VISION

POSITIONING
INTERVIEW™

EXAMPLES

VISUAL

CLIENT PROPOSAL

BUSINESS MODEL

DIFFERENTIATORS

CASE STUDY

MANAGEMENT

How we differentiate from competitors:

- We are exclusively focused on CEOs needs in reputation management
- We are seeking sustainable working relationships with your media department
- We have content competency, special interview concept (Positioning Interview™)
- We are used to operate in high-level, confidential work environments
- Our team is composed of partners from technology, PR and film production



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MISSION

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EXAMPLES

VISUAL

CLIENT PROPOSAL

BUSINESS MODEL

DIFFERENTIATORS

CASE STUDY

MANAGEMENT

Our beliefs:

- The times of the classic, paper-based press releases are gone
- The CEO's position must be visible, authentic, his performance must be represented fairly
- Body language is a must when aiming for global reach
- Media and corporations are redefining their ways to work together
- Increasing pressure for more transparency in company reporting from various sources



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CLIENT PROPOSAL

BUSINESS MODEL

DIFFERENTIATORS

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MANAGEMENT

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A POSITIONING INTERVIEW™ AS A TAILOR-MADE SOLUTION

Example of external Director interviews as
part of the AGM

by SUSANNE MÜLLER ZANTOP CEO POSITIONS AG, 2006



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CHALLENGE	SOLUTION
<p>An external director for the company is to be elected at the annual general meeting of a company. It becomes apparent that this particular director will not be present at the meeting physically. However, the voting audience wants to learn about the personality of the director.</p>	<p>Using an interviewer with long-time CEO/board member experience to produce a short portrait of the director wherever he may be at this point in time. Using video as the ideal medium to present the person authentically. Distribute the video to people live in the audience or streamed for Internet viewers during the Annual General Meeting.</p>

THE POSITIONING INTERVIEW™: A TAILOR-MADE SOLUTION

VALUE FOR THE AUDIENCE	VALUE FOR THE COMPANY
<ul style="list-style-type: none"> - Condensed and lively type of medium - State of the art: live or website - Gains a good understanding of the director's personality, his expertise and his contribution to the corporation's board - Real, therefore interesting 	<ul style="list-style-type: none"> - Present the director in the best possible way - Content control regarding setup, questions and answers - AGM can proceed smoothly - Smart use of technology - No extra administrative efforts - Keep the video for further reference - Recording of the interview isn't time-consuming for the speaker



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CASE STUDY

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Susanne Müller-Zantop

Founder and CEO of
Susanne Müller-Zantop CEO Positions AG, Zurich



Twenty-two years of international experience in the definition and implementation of business mega-trends, creation of corporate key messages, implementation and communication of strategic corporate programs, market analysis for high-tech industries, translation of technology trends into communications vehicles, communications of mergers & acquisitions processes, and investor relations. Founder and CEO of Susanne Müller-Zantop CEO Positions AG



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CASE STUDY

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Nadia Belatrache

Managing Partner and Strategic Marketing at
CEO POSITIONS AG, Zurich.



Ten years of international experience focusing on client service, major event organising, project management and marketing with hi-technology, business-to-business environments, career focus in online financial services industry and corporate communications. European financial markets experience.