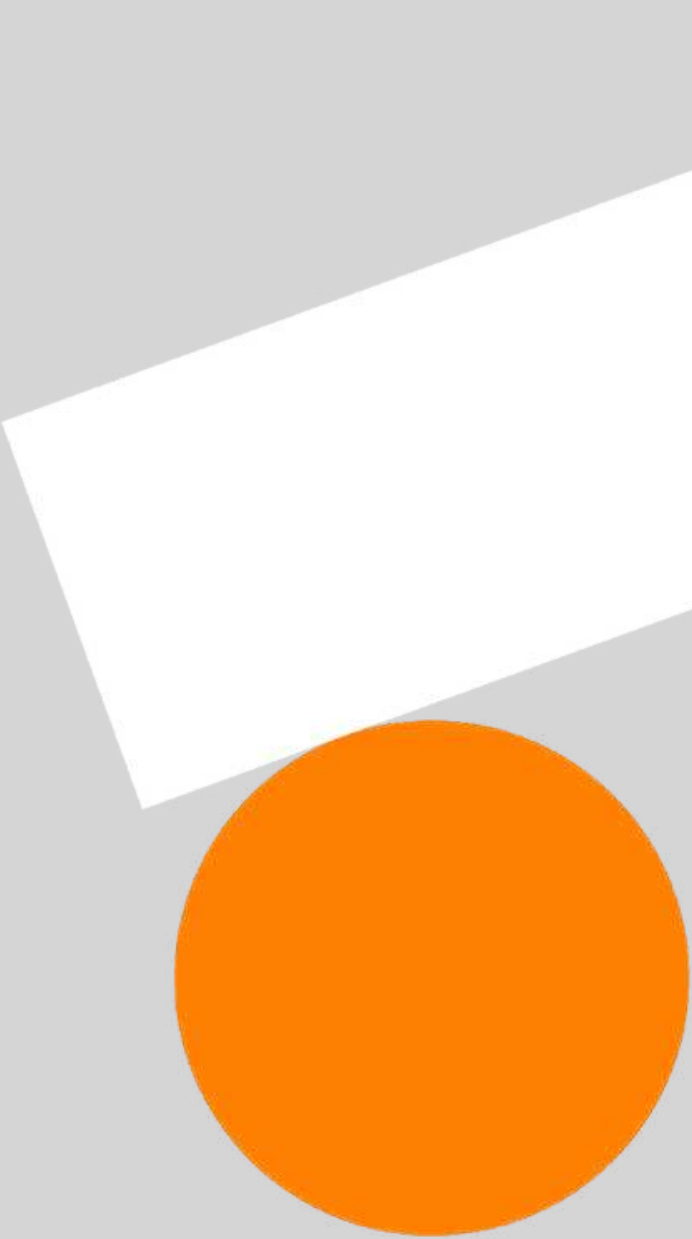




Role of Social

Why would we use social media?

Goal



We help CMOs and other growth leaders
drive more humanized growth by connecting
them to peers, experts and best practices

Goal



Community



We help CMOs and other growth leaders
drive more humanized growth by connecting
them to peers, experts and best practices

Goal

Community

We help CMOs and other growth leaders
drive more humanized growth by connecting
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How

Goal

Community

We help CMOs and other growth leaders
drive more humanized growth by connecting
them to peers, experts and best practices

How

Social

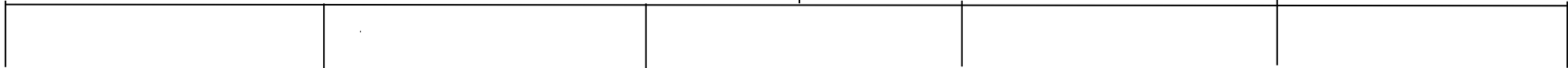
Role of Social

Through social media we will inspire and engage our community to drive more humanized growth.

We will do so by sharing stories from peers, experts and best practices.

Institute for Real Growth

Inspire and engage our community to drive more humanized growth.



IRG BRAND STORY

**INSPIRATION
& TOOLS**

**BEST PRACTICES
& CASES**

**CMO PANEL
& RESEARCH**

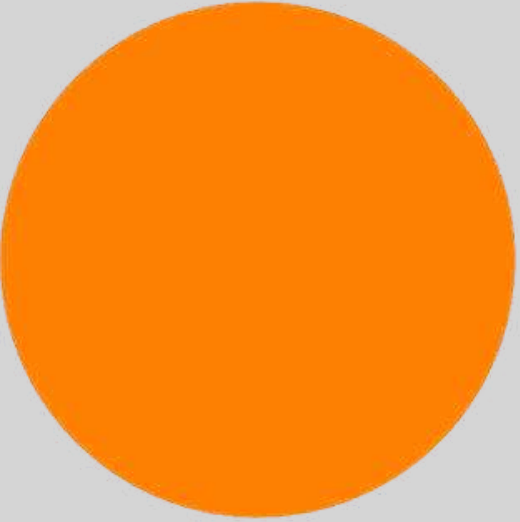
**SPEAKERS
& EVENTS**

COMMUNITY

Social Strategy

INSTITUTE FOR REAL GROWTH

Inspire and engage our community to drive more humanized growth.				
Objectives	TOUCH	TELL	SELL	TIE
	Content designed to raise broad awareness	Regularly pushed always-on content for your prime prospect	Content designed to lead to any kind of conversions	Always-on content to build relations with your community
Content Pillars	IRG Brand Story			
	Speakers & Events			
	Inspiration & Tools			
	Best Practices & Cases			
	CMO Panel & Research			CMO Panel
	Community			Community



Content Strategy

How can we tell a story with our content?

Content Review

IRG brand story	Inspiration & tools	Best Practices & cases	Research & CMO panel	Community (including ambassadors)
• HGS intro / explanation • Purpose • CMO crisis / opportunity • 7 BB model overall (WHY / WHAT / HOW) • Multi-stakeholder • DVG leader (attitudes) • The HOW ecosystem • Leadership sections in topics	• Reasons transformations fail • UN SDG's • Empathy / human understanding • Visualization (PP&P) • Introspection • Identifying values • Ikigai • Business Model Canvas • Uses of the BMC • Design thinking • Customer journeys • Influencing strategies • DVG Model (experiences + attitudes) • DVG spider assessment • Experience economy • Growth mindset • Growth mindset quiz • Experimentation (Growth Tribe) • Pitfalls WB (x4) • AI in advertising • Synthetic humans • Tech - Creativity • VTS • Deepdives • Book recommendations • Relevant news / articles	• Kotters best practices • HG examples per stakeholder group (Salesforce, Amazon, B&J, Goldman Sachs) • Starbucks (multiple topics) • Microsoft (multiple topics) • DSM (SDG) • AM market shares story • Dyson • Honda • Adobe • Discovery • Mars • Whiskas • Dairy company – human connection • Social listening (quinoa) • Social watching (Ikea) • Hiring – Nike • Diageo – Seedlip • Unilever CMI • Less is more – McDonalds • Less is more – Credit Karma • Less is more – Patagonia • Less is more – Patek Philippe • Nespresso (business model shift) • DSC • Ford – winning experiences (x3)	• LGB Study (?) • M2020 • I2020 • Stats AM • Stats MM • Stats EE • Stats OC • Stats AO • Stats WB • Stats HG • Polls	• Use cases / success stories • Activity related to current participants or alumni • Testimonials

Theme creation

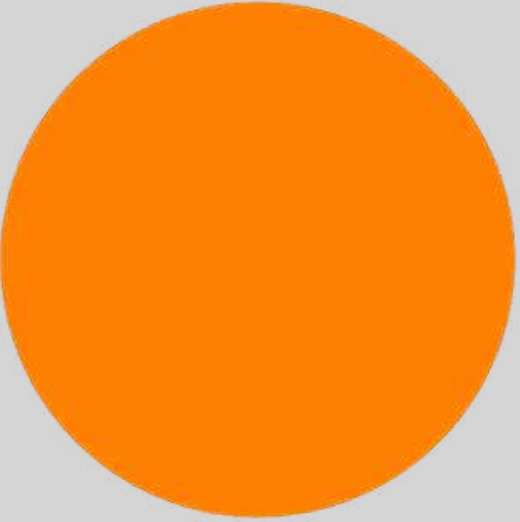
Theme 1 – transformation / change

IRG brand story	Where	Course
HGS intro / explanation	Platform	Humanized Growth Study
CMO crisis / opportunity	Platform	Humanized Growth Study
7 BB model overall (WHY / WHAT / HOW)	Platform	Humanized Growth Study
Inspiration & tools		
Reasons transformations fail	Platform	Leading Humanized growth - NEW NAME Le
Best Practices & cases		
Kotters best practices	Platform	Leading Humanized growth - NEW NAME Le
Research & CMO panel		
Stats AM	Platform	Humanized Growth Study
1st poll on major change	Platform	
Community		
What did people learn from IRG	Website	

Theme 2 – multi-stakeholder

IRG brand story	Where	Course
CMO opportunity	Platform	Humanized Growth Study
Multi-stakeholder - 4 stakeholder groups	Platform	Humanized Growth Study
Inspiration & tools		
UN SDG's	Platform	Humanized Growth
Best Practices & cases		
Starbucks (multiple topics)	Platform	Humanized Growth
Research & CMO panel		
Poll		
Community		
?		

- Each theme will run for 2-3 weeks, with 2 posts per week
- These will complement our existing HGS comms



Content Calendar

When and what will we post?

APRIL – CALENDAR OVERVIEW

Week	Mon	Tue	Wed	Thur	Fri	Sat	Sun
13				1	2	3	4
14	5	6	7	8	9	10	11
15	12	13	14	15	16	17	18
16	19	20 LR registration (LI/TW)	21 Cannes invitation (EM)	22 DS registration (LI/TW) EARTH DAY	23 WEBINAR LR (live LI)	24	25
17	26 IRG Brand story (LI/TW)	27	28 DS registration (LI/TW)	29 IRG Brand Story (LI/TW)	30 Video excerpt LR (LI/TW)		

MAY – CALENDAR OVERVIEW

Week	Mon	Tue	Wed	Thur	Fri	Sat	Sun
18						1	2
19	3 DS registration (LI/TW)	4 Poll stats	5	6 Newsletter (EM) LT registration (LI/TW)	7 WEBINAR DS (live LI) Sound excerpt LR (LI/TW)	8	9
20	10 Transformation BP (LI/Tw)	11	12 LT registration (LI/TW)	13 Larry Fink (LI/Tw)	14 Video DS (LI/TW)	15	16
21	17 Larry Fink (LI/Tw)	18	19 LT registration (LI/TW)	20 Newsletter (EM) Community video (LI/TW)	21 WEBINAR LT (live LI) Sound excerpt DS (LI/TW)	22	23
22	24	25	26	27 MP registration (LI/TW)	28 Video LT (LI/TW)	29	30
23	31						

JUNE – CALENDAR OVERVIEW

Week	Mon	Tue	Wed	Thur	Fri	Sat	Sun
23		1	2 MP registration (LI/TW)	3 Newsletter (EM) RL registration (LI/TW)	4 Sound excerpt LT (LI/TW)	5	6
24	7 MW registration	8	9	10 MP Registration (LI/TW)	11 WEBINAR MP (live LI)	12	13
25	14 RL registration (LI/TW)	15	16 MW registration (LI/TW)	17 Newsletter (EM)	18 WEBINAR RL (live LI) Video MP (LI/TW)	19	20
26	21 MW registration (LI/TW)	22	23	24	25 WEBINAR MW (live LI) Sound excerpt MP(LI/TW) Video RL (LI/TW)	26	27
27	28	29	30				

JULY – CALENDAR OVERVIEW

Week	Mon	Tue	Wed	Thur	Fri	Sat	Sun
27				1 Newsletter (EM)	2 Sound excerpt RL (LI/TW) Video MW (LI/TW)	3	4
28	5	6	7	8	9 Sound excerpt MW (LI/TW)	10	11
29	12	13	14	15 Newsletter (EM)	16	17	18
30	19	20	21	22	23	24	25
31	26	27	28	29 Newsletter (EM)	30	31	

**LinkedIn has
introduced swiping
for posts – we will
use this in our
storytelling**

(click to play – it's a video)



Rodd Chant @© • 2de

Creative Director. Creative Leader. Creative Something.
17 u • ⑤

Sometimes the secrets to success can be summed up in just a few words and maybe that's because the answers to hard questions are often found in the most simple pieces of advice. Here are some thoughts on that.

[#creativity](#) [#creativecareers](#) [#creativelife](#)

[Vertaling weergeven](#)

LESS IS MORE. · 10 pagina's

**ONE OF THE
BEST PIECES OF
ADVICE I EVER
GOT COMPRISED
OF JUST FOUR
WORDS.**

Copyright 2021

RODD CHANT @ ©

**WO
SMA
NOT
HAR**

Copyright 2021

APPROVED



Copy

At the Institute for Real Growth it is our mission to help CMOs and other growth leaders drive more humanized growth by connecting them to peers, experts and best practices. Our thinking is the result of a large-scale global study.

Want to learn more? Please visit www.instituteforrealgrowth.com.

#HumanizedGrowth #BusinessGrowth
#InstituteForRealGrowth #IRG



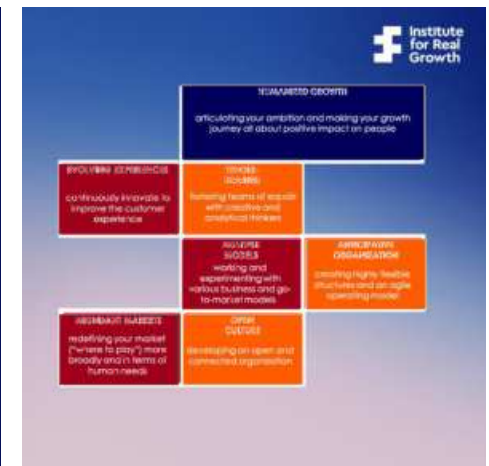


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Curious what the backbone of our thinking is? Take a deep dive into the 7 Building Blocks of Humanized Growth, identified in our extensive research on business growth.

What do overperforming companies do differently than others? Scroll further to learn more.

#HumanizedGrowth #BusinessGrowth #InstituteForRealGrowth #IRG



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52% of the CMO's in our research panel votes 'Agree' on this poll. 24% disagrees with this statement.

How would you rate your organization?

#Research #Panel #CMO #InstituteForRealGrowth

 Bewerken



Our organization is successful in driving major change programs.

U kunt zien hoe er gestemd wordt. [Meer informatie](#)

Disagree

Neither disagree nor agree

Agree

Strongly agree

0 stemmen • 7 dagen resterend



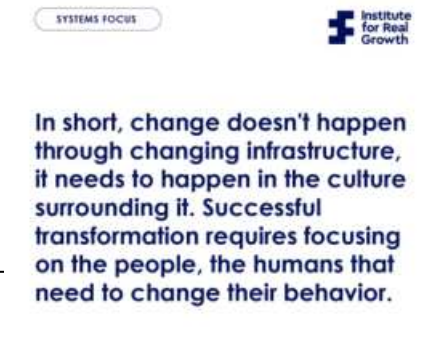
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Shifting an organization to more humanized growth strategies requires change. Research shows that over 70% of all organizational transformations fail. But why is that?

Together with @Alan Davies, Head of Client Business Transformation at @WPP we identified some main reasons for failure.

Can you think of any more?

#Transformation #ChangeManagement
 #HumanizedGrowth #BusinessGrowth
 #InstituteForRealGrowth





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We consider Kotter's 8-step Process for Leading Change the 'bible' of change management.

...

#Transformation #ChangeManagement #HumanizedGrowth #BusinessGrowth #InstituteForRealGrowth



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Our core belief is that sustainable business growth is humanized growth: growth for all stakeholders. Over the past decades, the necessity of a new approach has become abundantly clear - we need to go beyond just financial business growth and shareholder interests, and address problems of pollution, equality, and global equity.

@Larry Fink from @BlackRock is an advocate of multi-stakeholder growth. Read more about the inspiring letter he wrote in 2018 to all CEOs of companies BlackRock invested in.

#HumanizedGrowth #BusinessGrowth #CMO #stakeholders #InstituteForRealGrowth



What is the most
important lesson you
learned from IRG?

Copy

We asked our participants which lessons they learned from our approach. We're convinced there's always room for growth and that the best way to do so is humanizing it. Watch the video and get inspired! Still curious after? Get in touch with us to learn about all the ways humanized growth can benefit both your organization and its stakeholders.

#HumanizedGrowth #Program #Learning #InstituteForRealGrowth