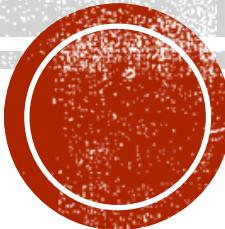




INTERNATIONAL KOMMUNIKATION – HVORDAN KOMMER VI VIDERE ?



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**DET NÆSTE SKRIDT...
ELLER BARE DET FØRSTE ?**



MEDARBEJDERE . . RELEVANS ?



MEDIESCENEN ER... DYNAMISK



WORLD MAP OF SOCIAL NETWORKS
December 2010



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source: Google Trends for Websites (Riva)

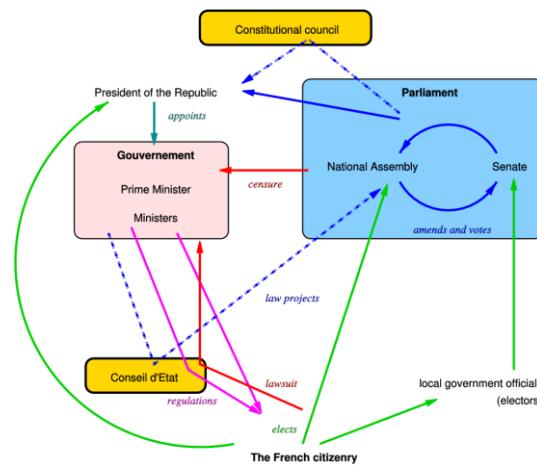
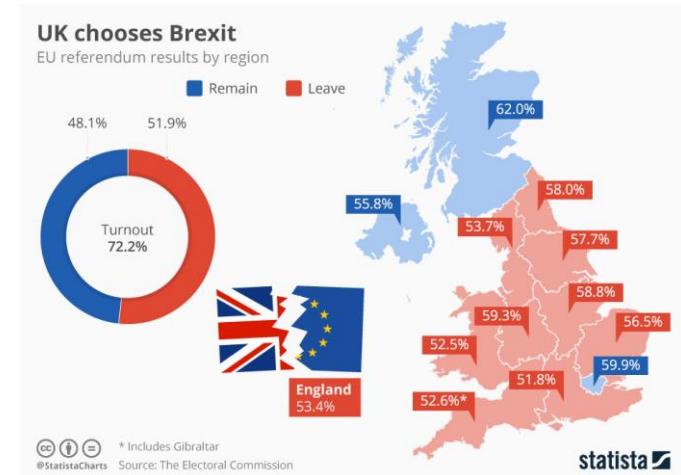
Chinese Social Media Landscape



<http://www.xselectgroup.com.cn>



REGLER OG POLITIK... LOKAL INDSIGT



DET GLOBALE SPROG... HALVDÅRLIGT ENGELSK

1,500 3,000 5,000

15,000 words

BEGINNER

These employees are able to cope with basic situations.

INTERMEDIATE

At this level, employees can function productively in business settings. They can understand verbal and written communications and express themselves; however, fine shades of meaning may escape them.

ADVANCED

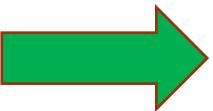
These speakers are comfortable with technical terms and nuanced discussion. They may begin to experience diminishing returns on their language efforts.

NATIVE SPEAKERS

These employees speak fluently and idiomatically and have all means at their disposal to communicate effectively.



SÅ HVAD ER NÆSTE SKRIDT ?



TIPS, TRICKS OG CODE RÅD

Interne stakeholders

- Laveste fællesnævner kan faktisk være meget høj
- Pixi-sprog og foto/film virker
- Tilstedeværelse
- ...og lederne
- *Kommunikation er dialog*

Externe stakeholders

- Hvem er stakeholders?
- Hvad er netværk og medier?
- Lær det/dem at kende
- *Kommunikation er dialog*

Kriterier for professionel kommunikation

Strategisk ledelse er kommunikation. Kommunikation er stakeholder-dialog

- Målstyret
- Modtagerorienteret
- Ledelsesbaseret
- Integreret
- Større gevinst end indsats



You will find only
what you bring in

