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Personal Profile

Throughout my career I have gained invaluable insights into the different facets of communication. Fundamentally I consider myself a generalist, but I have gained a high degree of specialization in specific areas.

The interdisciplinary nature of strategic communications and its business-society interface is of particular interest to me. I am prepared to continually challenge the existing conventions. This requires a change of perspective and holistic approach – already highly valued by my clients.

Openness, honesty and complete discretion are important pre-requisites to a productive collaboration. Apart from my business and communications expertise, you can also count on integrity of character, intercultural skills and values authentically lived.

Creating - not owning
Enabling - not winning
Over-growing - not overwhelming

(Lao-Tse)
Your Benefits

Central to my interest and my commitment is to enable a credible and value-based stakeholder relationship. In this context I raise the claim that I constantly pursuing new directions adopting to the change of times.

I basically follow a holistic and interdisciplinary approach to identify and develop strengths that will gradually lead along the path to success.

Your Benefits in Detail:

- In-depth expertise with over 20 years experience.
- Independent strategic advice, only obliged to the matter and free of ideological influences of any kind.
- Intercultural competence in the international arena.
- Individual and personal support.
- Absolutely flexible in terms of time and location – globally, also as project or interim manager.
- Solution-and result-oriented, taking into account different perspectives.
- Efficient, creative and totally pragmatic integrity with strategic vision.
- Ready to take new directions and tackle visions.
Services
Advisory, Workshop and Project Management

Communication in saturated markets is a decisive competitive factor. For this reason communication calls for the highest precision in controlling processes to forge a successful and long-term relationship with your stakeholder.

With my wealth of experience and breadth of expertise in this field I am able to provide valuable support in all aspects of strategic communication.

Additional Trainer Expertise:
- Crisis trainings
- Media-/Communication trainings

Examples of Services
Individual advisory and support in the role of a sparring partner
Development and definition of goals/visions, messages and positionings/USP
Development and formulation of checklists, guidelines and Q&As
Development and formulation of guiding principles, cultures and values
Concept check, expert opinion on strategies and concepts, identify potentials for improving
Initiation and moderation of expert s´ talks
Project management and interim management for complex communication projects
Instructions, trainings and workshops/seminars
Expenditures for communications are continually on the rise whereas the effectiveness is steadily lessening. This proves that bigger and more is not decisive for the success of communications, but rather an intelligent and coherent strategy. These are exciting challenges which I intend to meet with the greatest commitment for you. Take the next step.

**Examples of Services**

- Research and analysis (competition, market, potentials, SWOT, STEP etc.)
- Planning and formulation for briefings / re-briefings
- Leading and moderating of strategy workshops
- Development and formulation of strategies
- Development and formulation of integrated concepts / strategic planning
- Development and formulation of action plans
- Managing and providing support for implementation
- Advisory and support for project managers
- Project management and interim management for complex communication projects
- Evaluation and documentation
**Expertise**

**Corporate Communications**

Decisive for Corporate Communications is that communication objectives, measures and messages derived from the mission statement are coordinated and integrated. The constant interaction with your stakeholders is crucial to position your company successfully.

For that purpose I draw on the entire range of communication disciplines with which I got so familiar during the course of my career, so that I know how to integrate and apply them efficiently.

**Additional Trainer Expertise:**
- Crisis trainings
- Media-/Communication trainings

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**Examples of Services**

- Development and formulation of communication strategies, concepts and planning of measures
- Development and formulation of Visions, Guiding Principles, Positions etc.
- Development of internal/external communication campaigns
- Development and formulation of mission statements, messages, Q&As, guides, manuals etc.
- Writing and editing of articles from press releases to corporate success stories.
- Advisory and support for project managers
- Project management and interim management for complex communication projects
- Evaluation and documentation
Change has become a constant for dynamic corporations. The restructuring of business divisions, new strategic guidelines, mergers & acquisitions etc. are the order of the day.

The success of these changes depends to a great extent upon highly value-based communication to overcome structural and personnel obstacles and mobilize the existing potential. I am looking forward to support you with my expertise and experience.

**Examples of Services**

- Research and analysis (competition, market, potentials, SWOT, STEP etc.)
- Development and formulation of strategies and conceptual designs
- Management and presentation of strategy workshops
- Development and formulation of checklists, guidelines and Q&As
- Development and formulation of guiding principles, cultures and values
- Advisory and support for project managers
- Project management and interim management for complex communication projects
- Evaluation and documentation
Corporate Social Responsibility (CSR/CR) is a `new` self-concept for managing corporations. In this context the contribution to value creation for all stakeholders throughout the entire value creation process is central.

CSR without communication is simple not possible, since you have find and formulate good answers to address legitimate questions of your stakeholders.

**Further Fields of CSR Communication:**
- Corporate Citizenship
- Corporate Sustainability
- Corporate Public Sponsoring
- Corporate Cultural Responsibility
- Corporate Founding
- Corporate Volunteering
- Cause Related Marketing

Blended Learning Master Program: www.CSR-Communication.org

**Examples of Services**

Advisory and support for anything related to CSR

Development and formulation communication strategies and conceptual design for CSR programs and CSR manuals

Development and formulation of CSR-Reports (GRI-Guidelines / OECD)

Development and formulation of texts for CR media such as reports, image brochures, the web, advertorials etc.

Development and formulation of overall concepts, guidelines, codes and commitments

Initiation, leading and moderation of stakeholder dialogues (AA1000), round tables and initiatives

Leading and moderation of CSR workshops
Clients

The range of satisfied clients is varied and includes the following:

- Companies and agencies
- Cross-sector industrial and service industries
- All sizes from small and medium-sized businesses to international corporations
- Business and consumer markets
- Profit as well as non-profit and governmental organizations

I would like to thank the following clients for the confidence that they placed in me:

(partly in charge of agencies)

Akzo Nobel
Arbeitgeberverband Gesamtmetall
Boehringer Ingelheim
Bosch Rexroth
Christoffel Blindenmission
Deutsche BP
Deutsche Dermatologische Gesellschaft
Deutsche Gesellschaft
Deutsche Telekom
essex pharma
Fahrzeug-Werke LUEG
Falke
Frankfurter Allgemeine Zeitung (Supplement)

HERAEUS Holding
Hitradio Antenne Sachsen-Anhalt
Internationaler Bund
Karneval der Kulturen Berlin
Phonak
Radeberger Brauerei (Berliner Kindl)
Radio SAW
Rothmans Cigaretten (B.A.T.)
Siemens
Stadt Bad Kissingen
Senatsverwaltung für Stadtentwicklung Berlin/K.I.T.
WÖHR + BAUER
etc.
In my publications I have commented on subjects that have been of particular interest to me. Of course, to give an opinion is to invite controversy and in this regard I would be pleased to receive your comments, criticisms and suggestions:

12/2011 Kommunikation der unternehmerischen Gesellschaftsverantwortung: Herausforderungen und Chancen (CSR communication: Challenges and Opportunities)
Article published in UmweltWirtschaftsForum (UWF), Volume 19, Numbers 3-4, pp. 143-147, Springer Verlag 2011

10/2011 Corporate Social Responsibility Communication: Towards a Phase Model of Strategic Concept Development
Personal presentation on the conference.

08/2010 Verantwortliche Unternehmensführung überzeugend kommunizieren (Compelling communication of a responsible management).

12/2008 Das Dilemma mit der Glaubwürdigkeit (The Credibility Dilemma)
Essay published in Ökologisches Wirtschaften, Publikation des Instituts für ökologische Wirtschaftsforschung (IÖW/VÖW)

08/2008 Der Unternehmensverantwortung ein Gesicht geben (Giving Corporate Responsibility a Face)
Essay published in PR-Journal, LOHAS.de

05/2008 Reputation – die Kommunikation der Verantwortung (Reputation – The Communication of Responsibility)
Essay published in Medianet (Austria)

11/2007 Gewinn oder Win-win? Muss man ein Guter sein, um Gutes zu tun? (Win or win-win? Must you be good to do good?)
Essay published in changeX - Online-Magazin zum Wandel in Wirtschaft und Gesellschaft, Medianet (Austria), CSR News, LOHAS.de

11/2005 Codes of Conduct der Weltkonzerne: Interkultureller Anspruch mit Tücken (Codes of conduct for the global corporations: intercultural demands with pitfalls)
Book contribution for Public Affairs Manager, Eds. Deutsches Institut für Public Affairs, Potsdam)

01/2003 Engagement im Stiftungswesen – Der Faktor „Imagetransfer“ (Engagement in foundations - The image transfer factor)
Book contribution for Stiftungen fördern mit Gewinn, Eds. Banken Verlag, Köln

* The articles are partly available as pdf-downloads on my website. In my blog you can also find some extracts.
Seminars, Workshops and Lecturships

As a lecturer and course leader for numerous seminars and workshops I am continually challenged to get to the bottom of the newest findings in business research and to communicate these in a coherent manner. With success, as my participants confirmed so far.

Apart from corporate events I worked for the following institutes and universities:

- Humboldt-Universität Berlin
- SRH Hochschule Heidelberg
- Züricher Hochschule der Künste
- Institut für Marketing und Kommunikation
- Deutscher Tourismusverband
- Akademie für Kultur und Bildung
- Steinbeis University Berlin, Institute Corporate Responsibility Management

Current Lectureships

Hochschule für Technik und Wirtschaft Berlin (University for Applied Sciences Technic & Economics)
Business Communications Management
Curriculum: Leadership and Communication

MediaDesign Hochschule Berlin (University for Applied Sciences Media & Design)
Business Communications Management
Curriculum: Strategic Planning / Communication Concept

See also Blended Learning Master Program: www.CSR Communication.org

Certificates

- Berliner Zertifikat für Hochschullehre (Berlin Certificate for Teaching in Universities)
- eKompetenz in der Lehre (eCompetency in Teaching)
- Project-Competence-Coach
Communication is the central control element for reputation management
… also silence and listening are a kind of communication.
When strategically implemented, it can sometimes offer even more than any spoken word.

Let's talk about it. I look forward to hear from you.
Yours sincerely

Bernd Lorenz Walter