



Answers to the crisis (from the mobile phone)

Communications strategy following the internationalization of new media

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Often in management fields, whether as interim managers or not, we have massive reserves of information (fresh and last minute news) as top decision making tools, which virtually overwhelm us when they go out beyond the everyday sphere. That's called over information.

We usually absorb lot of detailed analysis, we also explore dozens of business links, read bibliography on internet, which really is food for the strategic analysis, but it becomes difficult to consolidate in the day by day.

This mass of data is nowadays more dense than ever, instead it even seems odd to find management evaluations, from events in the more distant past. Always available are these daily analyses, last markets up & down moves, many emerging trends in media, or many articles talking about development innovations. Less available is for instance last years summit analysis.



Robert Redford | Sundance Institute // Skott Ahn | LG

By this I mean to the 2008 GSMA held in Barcelona in February last year, an event where the internationalization issue emerges as a core concept. The interim management behind this, even when dealing with technology and innovation. Or exactly that's why.

In that venue, I had the impression that the message went far beyond telecommunications, not to mention mobile phones. Topics discussed included global communication, the distribution networks internationalization and media internationalization.

- Actor and director Robert Redford, as chairman of the Sundance Institute & Festival, who built a personal brand giving support for independent films, briefs: "here we have an inspiring concept, that needs to be thoroughly explored, because it is the major media on the globe, and that job has become international, thus we need each other to communicate to other visions.

- Rob Wells, SVP MGI Universal, told me: "... we are committed to bring our business to international gateways, to internationalize our business, to co-branding portals, to local portals designed from a global strategy, to innovations outside websites. Once again, we are guided by the user (each time more globalized), making alliances with user orientated



companies, creating monetizing models on the fly”

- Rob Lewis, Omnicore CEO: “Companies that lead social networks, internal networks (intranet) became strong. Speaking of ubiquitous, we cannot sit down to say: I will never move or change myself from here”
- Dominique Oh, European VP of LG: “There is no small player. Only brands with low exposure. If you don’t use to research, you’ll never be the first. If you can’t hear and follow to your consumer, you’ll never be on time”
- Dr. Skott Ahn, President & CEO of LG: “Customer Insight, globalization and leadership is the mix that shapes industry’s future”
- Pertti Kasane, VP of Nokia Siemens Networks: “Forget the old concept of the market, focus on what customer asks, because there are new niche models and don’t matter what they pay for, or when, or how, the model may change again. And it certainly going to change”

The summit was not only centred on giants like Microsoft and Nokia. Instead particularly on small and medium businesses looking to enter new markets in U.S., India, in Africa (yes, in Africa) and evidently in Europe, growing up from the GSMA. Through development, start-up & launches via interim managers, knowing the only way is to concentrate communication, to unify efforts on branding, to simplify the message, to avoid over information.

Perhaps the best example is an old story of the 60s: when JFK visited Cape Canaveral on the eve of the launch, he came to talk to workers at the base. Suddenly, he addressed a porter saying “you, ¿what do you do?”. The answer is the story: “it’s a joke, I guess ... Do you not already know? We try to put a man on the moon! ”

That was information synthesis internationally understood.

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