Leadership Challenge (Beyond RE-branding)
Act 1: The Exposition
Act 2: Rising Action
Act 3: The Climax
Act 4: Falling Action
Act 5: Resolution & Outcome
The Exposition

• IEA (2015-2016)
  • Long name, remains unknown beyond a small circle of experts (scholars’ legacy)
  • Change in membership and member needs
  • Complex structure and division of tasks (two locations with distinct tasks, responsibilities and procedures)
  • Lack of resources & abundance of challenges and needs
Rising Action (towards a clearer & more appealing brand)

• Logo design and comparison
• Communications Task Force
• Branding Team
• Creating one identity for the IEA
• Engaging experts (once IEA knew what was needed & desired)
IEA, members and communication

Some members could possibly engage in a communication network to provide the IEA with both a stronger impact locally and some review of and contributions to current strategy, plans and activities.

The majority of specific communication planning and activities should be carried out from the IEA itself.

Communication Task Force Established (1)

Branding Team Established (2)
The Climax
(Outsider’s point of view)

• Work-flow structure
• Re-branding
  • Website re-development
  • Press release
  • Visibility and outreach
Visual identity. Study logos brand guidelines

Study logo - ICILS

Approved color applications for IEA study logos on different backgrounds

Study logo - ICILS

Factsheets

Flyer & Brochure

Visual identity. New developments

Study logos

Flyer & Brochure
New Website

Website Strategy

1. Promote Our Studies and Our Services.
2. Let our partners speak for us.
3. Prioritize content.

Social media feed.

Home page slides / Our Publications.
Strategy

Reach out
- Reach out to specific media outlets and journalists.
- Offer them interviews with experts, and preview access to the results under embargo.

Social media
- Produce infographics and clips to show the findings, and get traffic to the reports.

Traditional PR
- Send out press release to a media list, and attach PR materials.

Reach out. Media relations achievements
- 8 interviews in advanced with access to results under embargo.
- 23 media inquiries.
- 795 direct emails sent.

Social Media Achievements
- 200+ followers after the release
- 150+ re-tweets
- 150+ mentions

Infographics (TIMSS)
Social Media Metrics.

Twitter
From 252 to 2,976 followers
From 224 to 963 tweets

LinkedIn
IEA LinkedIn page
From 20 to 33 employees
From 157 to 308 followers

YouTube
From nothing to 1,476 views

Personal accounts
DH: 240 to 576
HS: 180 to 290
PK: 500 to 700
RB: 500 to 544

Reported in February 2017, as an outcome for 2016. However, LinkedIn & Twitter work has started in 2015, and now we have over 5000 followers and nearly 1200 tweets!
Falling Action
(Insider’s point of view)

• Surprises and unexpected mishaps in abundance (‘butchered’ information on IEA’s old webpage)
• Inconsistencies in procedures and results (new logos could be better)
• Delays in every aspect (especially so for the webpage and collaterals)
• Miscommunication in abundance
• Lonely, underappreciated, stressed & tired team members
Resolution/Outcomes

• Myths about the leadership (micro vs. macro-management)
• Personal(ity) FIT is a key here
• Education & experience counts, but genuine **interest matters most**
• Gender (as well as any other **prejudices**)

**TIP:**
• Practical **check on the expert’s expertise** (ability to anticipate problems & foresee actions **one step ahead**)