

MANAGE

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**THE COMMUNICATION
STRATEGISTS
DRIVING
ENTERPRISE VALUE**

CEOMEDIA COACH



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Every organization has moments when a leader's voice carries the weight of the entire enterprise. Be it a critical investor call, a high-stakes town hall, an unexpected media request or a board-level review, executive communication becomes more than a leadership skill. It can influence the company's trajectory.

CEO MEDIA COACH focuses on C-suite messaging that directly impacts business outcomes. Founded and led by Donatella Giacometti, President and Chief Communications Strategist, the firm works exclusively with CEOs, CFOs, CHROs, COOs and other senior officers who come from a wide range of industries and backgrounds. They are often stepping into new roles, preparing for IPOs, managing mergers and acquisitions or spearheading the portfolio companies of private equity firms. Sometimes, the stakes are so high that the leadership is evaluating whether an executive should be retained or replaced.

When the demands of executive performance become inseparable from business performance, CEO MEDIA COACH's leadership advisory works with C-suite officers to prepare, rehearse, and deliver messages that resonate with key stakeholders. A defining element of this approach is its unique selling proposition: tying executive performance directly to monetizing the message. Every engagement is structured around financial accountability, ensuring that media presence, board interactions, and investor dialogue translate into quantifiable and measurable business outcomes.

"Our work is about mission-critical, evidence-based messaging," says Giacometti. "Today's leaders are the face of their company, the voice of their brand. What they say and how they say it directly impacts their business."

Giacometti holds a master's degree in investor relations, enabling productive engagement with senior leadership teams through a shared understanding of what drives organizational success. Her multidisciplinary team includes professionals with Wall Street experience, an advantage that ensures a firm grasp of the financial structures that underpin a client's business. The result is clear, concise and credible corporate narratives aligned with financial realities.

Guiding Leaders through Defining Moments

CEO MEDIA COACH's clients typically arrive through referrals from private equity firms, board directors and HR leaders. That referral pathway signals trust, and often comes with a sense of urgency due to a business inflection point. Whether an earnings call, a town hall, a

fireside chat, a roadshow or an offsite retreat, the measure of success is defined upfront and tied to specific real-world events.

Each engagement begins by evaluating performance reviews, 360 assessments and internal feedback to establish a clear picture of how the executive is currently perceived. Through confidentiality and objectivity, CEO MEDIA COACH, as an external advisor, creates space for open, candid dialogue without internal consequences. This allows leaders to see themselves through the eyes of outside audiences and better understand how their message lands.

The work becomes highly focused and customized as it moves into targeted story development, rehearsal, message clarity and delivery under pressure. A word bank is created, providing a glossary of phrases that reinforce the value proposition. Non-verbal gestures are addressed, as are filler phrases that may undermine the presenter's credibility. Stakeholder identification plays a central role in crafting any message. CEO MEDIA COACH works with the executive spokesperson to clarify who they are presenting to and what that audience needs to hear. Board members, private equity partners, financial analysts, as well as investors each have a particular point of view. Aligning the narrative with the stakeholder's perspective supports business objectives.

"Executives have very little discretionary time, and the pressure to perform is constant," says Giacometti. "When we come to the table, we are prepared to offer insights they may not have considered, insights that strengthen how they connect with others when it matters most."

The goal is always readiness, helping executives perform confidently whenever they are called upon to represent the organization.

From Financial Complexity to Persuasive Reasoning

In a representative engagement, CEO MEDIA COACH was brought in under circumstances where leadership continuity itself was uncertain. A board director and financial sponsor

questioned whether a long-tenured C-suite officer should be retained or replaced ahead of a critical inflection point. The company was preparing to pursue a strategic transaction, and confidence in the executive's ability to represent the business externally was limited. While the individual was highly capable behind the scenes, the board was concerned about readiness for high-profile investor meetings, sensitive negotiations and sustained scrutiny on the road.

CEO MEDIA COACH's work began with a clear assessment of the executive's leadership attributes as well as potential professional vulnerabilities. It focused on identifying core strengths, surfacing positive characteristics that already existed and addressing specific areas that could limit forward-facing effectiveness. Consultations focused on translating deep institutional knowledge into a clear, concise, value-added narrative that promised to resonate with new stakeholder audiences. Message discipline, Q&A response strategy and executive presence were refined to ensure that the senior officer could handle probing questions with confidence and composure.

The outcome altered both board perception and role continuity.

The C-suite executive successfully represented the company throughout the roadshow process, engaging prospective partners with authority. The effort contributed directly to a successful strategic transaction. Importantly, the executive retained their role and continued to lead with a transformed professional approach to articulating the corporate story.

The Future of Executive Leadership

With the rise of AI, executive scrutiny continues to intensify, often redefining the attributes of leadership. Harnessing the power of Emotional Intelligence and leveraging soft skills, such as active listening, rapport building, authenticity, collaboration, and conflict resolution, are becoming increasingly critical. Each of these qualities complements the efficiency gains AI delivers, while reinforcing the distinctly human judgment required at the executive level.

CEO MEDIA COACH remains closely attuned to such generational shifts through global market awareness, data-driven findings, and relationships with leading institutions, as well as speaking engagements at universities including MIT, Harvard, and Columbia. With client engagements across STEM-driven companies, financial services firms, and a range of industries, Giacometti and her team can anticipate cutting-edge advancements.

When words and optics carry financial consequences, CEO MEDIA COACH empowers C-suite officers to withstand scrutiny, shape decisions, and secure stakeholder confidence by conveying management's priorities and value proposition. **HR**

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OUR WORK IS ABOUT MISSION-CRITICAL, EVIDENCE-BASED MESSAGING. TODAY'S LEADERS ARE THE FACE OF THEIR COMPANY, THE VOICE OF THEIR BRAND. WHAT THEY SAY AND HOW THEY SAY IT DIRECTLY IMPACTS THEIR BUSINESS.



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