



ONE CANNOT **NOT**
COMMUNICATE

DOES YOUR MOM UNDERSTAND
YOUR STARTUP?

Christopher Jones - September 2014



WE BELIEVE THAT
PROFESSIONAL INTERNAL COMMUNICATION
IMPROVES KEY BUSINESS PROCESSES

OUR PROMISE

- We promise high quality deliverables and professionalism in all we do.
- Our customers are our business partners – together we set ambitious targets and create intelligent solutions.
- We invest in long term relations with our customers. It pays off to know each other well.

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We are specialized in...

Internal Communication

Communication Analysis

Change Communication

Leadership Communication

Digital Communication

Communication Advisory

OUR CUSTOMERS





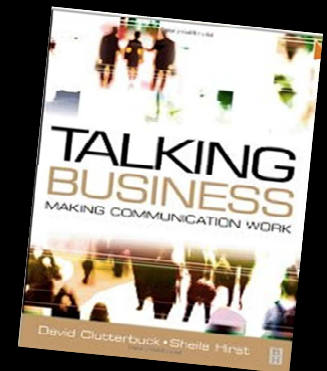
ANYWAY. WHERE WERE WE... OH, YEAH.

DOES YOUR MOM UNDERSTAND YOUR STARTUP...?



CLUTTERBUCK AND HIRST ON THE VALUE OF COMMUNICATION

“The core lesson, however, is that, like the finance function, most of the impact of the communication function comes not from what it does itself, but from what it enables and stimulates others to do”

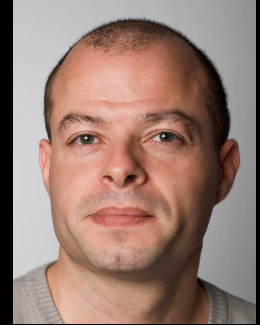


JAMES E. GRUNIG ON STRATEGIC COMMUNICATION



*“To be strategic means
that everything doe must be aligned
with corporate vision or mission (...)
and contribute to achieving
the organization’s objectives.”*

CHRISTOPHER JONES' PRAGMATIC TAKE ON PUBLIC RELATIONS



*“How an organization
relates to its publics”*





AN EXAMPLE



ARE YOU SELLING THIS IPOD...

Vital Statistics: Apple iPod Nano 2012	
Display	2.5in, 240 x 432, 202ppi LCD
Storage	16GB Flash
Supported Formats	AAC, MP3, Standard Definition H.264 / MPEG 4, Audible, AIFF, WAV
Radio	FM with 15-minute pause buffer
Wireless Connectivity	Bluetooth
Cameras	8Mp autofocus, 1080p video (rear) 1.2Mp, 720p (front)
Micro SD	No
USB	No
Other Ports	Lightning, 3.5mm analog audio
Rated Battery Life	30 hours' music play, 3.5 hours' video play
Dimensions	77 x 40 x 5mm, 31g



...OR THIS IPOD "A 1,000 SONG IN YOUR POCKET"?





CASE – NEM CV INVESTOR COMMUNICATION

**We take candidates straight from
CV to job interview**

2014 · NemCV



BUT WHAT IS AN ACTUAL INVESTOR AND HOW TO
COMMUNICATE WITH HIM?

?



THE HOMEWORK - PITCH HEADLINES

	HEADLINE
F	NemCV, real CVs for real talent
Z	The Networked CV
Z	Apply for jobs with one document, the CV
Z	The social CV builder
Z	End to end hiring
Z	The private professional network
F	From CV to interview in 1 step
F	NemCV, the open CV database
F	Only CVs
F	No social, just CVs



THE HOMEWORK - THE ELEVATOR PITCH

	30 SEC. PITCH
Z	NemCV is a web based subscription service which allows companies to search for candidates and download a full CV. Candidates are encouraged to enter CVs which they can use offline for any job application and within the NemCV job board.
Z	NemCV uses a tried and tested Fact Based System to efficiently hire people. They have tested the system successfully for the past two years with 1000's of skilled and unskilled people and now want to launch it globally
F	A list of CVs is all a company needs to screen and invite the best candidates to an interview. With NemCV you have access to a open CV database where the candidates can share with your company the key document: the CV. Your company can search for the right candidates and invite them to an interview in 1 simple step and with 1 click you can see and print a real and professional CV. You can also publish your job in NemCV job market and receive CV directly in your inbox.
F	NemCV is the tool that enable companies to quickly find the best candidates based exclusively on their CV. The advantage the NemCV has over traditional professional social networks, like LinkedIn and Xing, is that candidates can be found by companies in a very private way, candidates do not need to expose their profile to everybody else on internet, therefore also candidates that traditionally avoid professional social network, are encouraged to use NemCV tool.
F	NemCV the only open CV database that enables a fast match between jobs and candidates based on the only document that matter: the CV. Candidates are engaged in the use of the tool by the easy of use, a professional final CV that presents them at their best and that they can use anywhere. Companies will love the ease of use and the quality of the results based on real and living CVs. NemCV, compared with the traditional search in professional networks like LinkedIn and Xing, cuts the search and contact time up to 80% as companies and candidates find each other through the document that it also the base of the job interviews. No more long screening of social profiles to understand if a candidate is suitable for the job position: companies find in few seconds the most useful informations at the first sight, without the risk to trash candidates that might be the best for the position but don't know how to make their skills stand out properly in a CV or cover letter. Moreover the NemCV job marketplace closes the loop between candidates and companies forwarding relevant CVs created to cover the specific needs of the published job
	NemCV is a tool for companies to hire people, by searching a database of CVs. This saves time as they do not have to contact the candidate separately for a CV. Because the candidates own the CV and can use it as they want, this ensures that the quality of the CVs is high.



THE LEG WORK

- Developed storyline: what is Nem CV – to whom
- Visualize what has been achieved so far – and the next steps
- How do investors want to be approached – emails, cold calls, letters, recommendations from their network...?
- Decide on format – ppt, letter, talking points for calls and/or meetings
- Tests – testing presentation draft on actual investors to learn what are their turn on/off's



TESTED ON 2 INVESTORS

Why companies need NemCV

With the emergence of the Internet recruiting the right people should be easier than ever before. However, reality is that more and more companies are being flooded by as many as 300-500 CV's for an open job position making it a time consuming and costly process.

And there's only little help if you turn to some of the major players in the market today such as LinkedIn and JobIndex. Unlike NemCV they do not provide targeted CV's hence doesn't allow the process of going straight from CV to job interview.

This is exactly why we created NemCV. Getting the right candidate for the job should be simple, fast and efficient!

Resp A: Okay. You have to attention with this. Big problem for companies and clearly they will pay to get help.

Resp B: Does this mean I get a sophisticated structure where, say, all Danish educations are predefined so I can search for candidates with three specific educations and 3-6 years of experience? Would be cool with different sliders to specify my searches.

NemCV – The cost-effective online alternative to your recruitment agency

With three clear strategic advantages

- **Flexible CV database for companies:** Most sophisticated search criteria in the market allows companies to set-up specific criteria for a quick yet still accurate match with candidates
- **CV's:** Unlike LinkedIn, JobIndex and other services NemCV allows candidates to have multiple CV's i.e. say goodbye to old-fashioned, generic CV's and hello to targeted CV's for a more precise match
- **Candidates provide peer review:** This well established scientific process ensures involvement, best practice sharing and most importantly more qualified CV's





CONTACT DETAILS

RESONANS KOMMUNIKATION I/S
Vimmelskiftet 41F,
DK-1161 Copenhagen K
Denmark

Info@resonans.kommunikation.dk
www.resonans-kommunikation.dk

CVR no: 33 29 29 96

CHRISTOPHER JONES
Senior Adviser
+45 4264 4664

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