

Communications Watch

The Great CCO Resignation:

How to Maintain Continuity of Purpose and Mitigate Risk

August 26, 2021



Some of the critical questions and issues we will be answering today

- What's causing the current turnover in CCOs?
- What responsibilities do current CCOs have to prepare for change in the leader function?
- What should companies and their communications do in the interim?
- What should the new CCO first when they step into the role at a new organization?



Today's Speakers



Julie Davis
Executive Communications
Consultant, Former VP/Head
of Communications
Brookdale Senior Living



Lisa R. Davis
Senior Fellow
The Conference Board
**Marketing &
Communications Center**
Senior Managing Director
Teneo



Kirk Stewart
Senior Fellow
The Conference Board
**Marketing &
Communications Center**



Craig Carroll
(Moderator)
Communications Leader,
M&C Center
The Conference Board

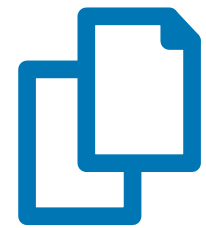
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- [Consumer Dynamics Watch: Multicultural Consumers' Attitudes and Behaviors \(September 14\)](#)
- [Marketing Watch \(October 28\)](#)
- [Consumer Dynamics Watch \(November 9\)](#)
- [Communications Watch \(December 6\)](#)

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26TH ANNUAL

CORPORATE COMMUNICATIONS CONFERENCE

VIRTUAL EVENT
December 1, 2021

This event is Complimentary for
The Conference Board members.

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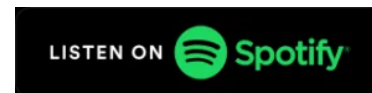


NEW Podcast Series: CEO Perspectives - Insights for What's Ahead™

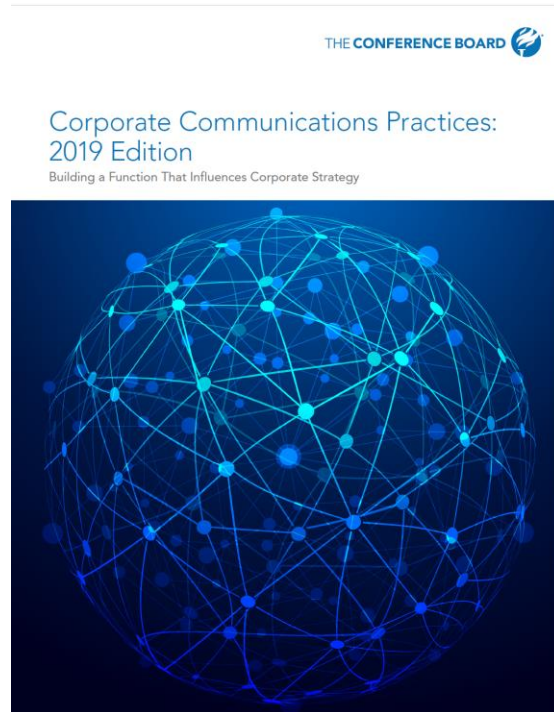


Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide business executives with data-driven insights to prepare them for what's ahead.

Available on our website at <https://www.conference-board.org/podcasts/ceo-perspectives-podcast> or on most popular podcasting platforms, including:



Upcoming 2021 Survey from The Conference Board



Led by our Communications Institute leader, **Craig Carroll**, this updated survey from The Conference Board will provide senior leaders in communications with data-driven insights to prepare them for what's ahead.

Contact Michelle La Marche Smith michelle.lamarchesmith@conference-board.org
or Anna Walker anna.walker@conference-board.org
at The Conference Board for more details.



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