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# PRESS RELEASE

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## LAUNCH OF ACADEMY FOR COMMUNICATION EXCELLENCE

*Macleod, Rothenberg and Doorley join with renowned communication leaders to form business-focused professional development offering*

(London, 4 November, 2016) – Three industry veterans with extensive experience leading and developing teams of communication and business professionals have joined together to launch **The Academy for Communication Excellence**, designed to enhance skills, leadership capabilities and business acumen. The Academy develops bespoke programmes that meet the particular needs of specific companies and other organisations across the globe.

Sandra Macleod, Craig Rothenberg and John Doorley have assembled a [faculty](#) of communication and business leaders from diverse industries, geographies and professional backgrounds who have built and led large, highly successful organisations.

*“We have led large professional development initiatives in industry and academia,” John Doorley said, “and we know that choosing the best faculty – those who have done and taught it successfully – is the key. We are so proud of the people who are joining us.”*

The Academy builds on best-in-class initiatives including the first-ever comprehensive professional development [curriculum](#) specifically targeted for Communication professionals that was launched during Rothenberg’s successful 20-year career at Johnson & Johnson and trained more than 150 J&J communication professionals worldwide. Rothenberg said *“My business leaders would tell me that their team is comprised of very well-intentioned,*

*talented people, very skilled at the function of communication. What they said they lack, however, is deep business acumen and, as a result, often their plans seem to stand apart from business and strategic plans.”*

An integral part of The Academy is *The Leadership Challenge*, in which a specific company challenge is addressed in small team settings. Strategic recommendations are presented to company management at the conclusion of the programme. *“This provides a tangible, immediate benefit, or ‘payoff,’ to the host company in that they get workable solutions to real issues or challenges the company is facing,”* Macleod said.

The launch follows a [survey](#) that assessed the needs of leading communicators globally, highlighting the ‘missing links’ to ensure successful and sustainable PD practices.

Macleod, Rothenberg and Doorley will customise the curriculum based on the greatest needs of a particular Communication Department or team, as well as the needs of the businesses and the leaders they support. Among the expected outcomes are better strategic planning, increased productivity and greater strategic alignment between communication and business plans, with successful implementation driving greater business and financial outcomes.

The Academy is new offering within Mindful Reputation alongside its consultancy and reputation research services. More information on The Academy, including founders’ and faculty bios and sample agendas can be found at [www.mindfulreputation.com](http://www.mindfulreputation.com)

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#### **ABOUT Mindful Reputation**

Mindful Reputation provides research, advice and counsel to boards and management teams. We help reputation owners understand how and why reputation matters, and what can be done to protect and enhance it for the benefit of the organisation and its relationships with key stakeholders.