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CorpStrat Weekly

June 30, 2017

Quote of the Week

"Like a human being, a company has to have an internal communication mechanism, a "nervous system", to coordinate its actions."

-Bill Gates

Why So Many Change Management Efforts Fail

Forbes, By Mark Murphy

"... only 35% of leaders are Always or Frequently sharing challenges.."

Change management success requires a strategic formula, one that many leaders fail to create. Without proper communication and transparency, employees tend to reject change and lose faith in their top management's choices.

Our Weekly Poll

Submit your answer to [this week's poll](#). Click here for the results next week!

Industry Tools & Tips

In need of a quick class to refresh or expand some skills? [Coursera](#) or [edx](#) are excellent places to find classes, free and paid, on a variety of topics!

Need a place to start? Build your market analytics skills for free [here](#).

Disney Faces PR Crisis, Risk of Legal Action Over Gator Attack

Reuters, By Lisa Richwine & Karen Freifeld

With a slogan that describes visitors' experience when visiting as "the place where dreams come true"



“true,” the recent alligator attack that killed a toddler poses a significant threat to the brand narrative of Walt Disney World Parks and Resorts. Disney is taking a number of steps to mitigate the potential risks for one of the most well known and valuable brands in the world.

Does Facebook Really Need Journalism?

The Atlantic, By Adrienne LaFrance

Following recent allegations that Facebook suppresses stories of interest to conservative readers in its “trending” news section, *The Atlantic* examined the evolving threat new media poses to traditional journalism, beyond winning high competitive ad dollars.

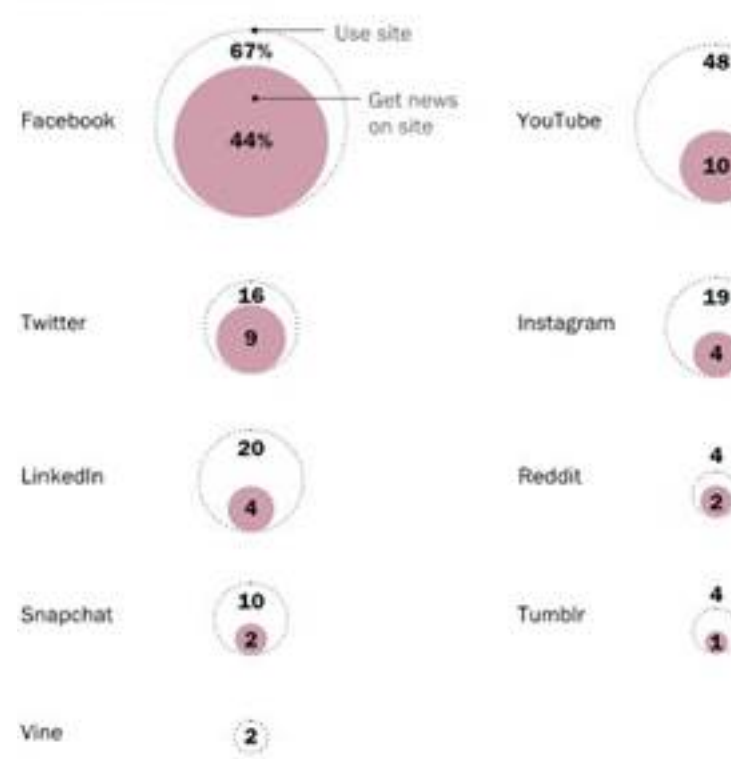
Zappos embraces brand storytelling with #ImNotABox campaign

PR Daily, By Kevin Allen

Zappos establishes its voice and develops a brand narrative through its #ImNotABox campaign. Watch this [video](#) and see how Zappos moves from a product driven company to a brand with emotion and personality.

Social media news use: Facebook leads the pack

% of U.S. adults who ...



Source: Survey conducted Jan. 12-Feb. 8, 2016. "News Use Across Social Media Platforms 2016" PEW RESEARCH CENTER



How Well Do You Know...

This week, we asked Stephen to answer a few questions so we could get to know him better..... What he didn't know we asked Mike the same questions and asked him to answer them as if he was Stephen.

Here are Stephen's answers:

What is the soundtrack of your life?

Now, let's how well Mike did:

What is the soundtrack of your life?

Currently, Chance the Rapper's verse from Ultralight Beam by Kanye West
Sam Cooke- A Change is Gonna Come
Marvin Gaye- What's Going On

Hmm...something by Kanye?

What is the first thing you do when you wake up in the morning?

Hit snooze on my phone. After snoozing a few times, I roll over and check email on my phone.

If you were reincarnated as drink what would it be?

Coffee, no question. It's my lifeblood.

What is the first thing you do when you wake up in the morning?

Check my phone

If you were reincarnated as drink what would it be?

Glass of scotch
*A nice scotch**

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