

Radical new start

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In an interview with the trade journal "Kommunikationsmanager", Christoph Sieder, Head of Corporate Communications with LANXESS AG, talks about the strategy and the implementation of LANXESS AG's worldwide corporate communication. Sieder explains that it has been based on four pillars since the start of the independent communications department and his joining the company: First, the clear definition of the corporate identity and its targets, secondly the focus on the internal communication with the employees that had to leave their original home areas, thirdly the full use of the chairman of the management board, particularly in the light of the manifold conflict-loaded discussions, and fourthly the conscious presentation not only of the company's advantages, but also of its deficits at the core of the communication.