

# PRWeek

## Agency innovators challenge status quo

► Innovation is essential for the PR industry as it continues its evolution. *PRWeek* profiles one of five agency executives whose ideas could have an effect far beyond the reach of their agencies

More than ever, communications professionals are being asked to prove how their work is contributing to the business goals of their companies or clients.



**PETER VERRENGIA**  
President and senior partner,  
Communications Consulting  
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This task arrives in tandem with a greatly shifting communications landscape.

“My role is to explain how we fill the space between traditional communications services, including PR, and the achievement of business strategy,” says Peter Verrengia, who cofounded Communications Consulting Worldwide. “Sometimes innova-

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— Peter Verrengia

tion is finding something new, and sometimes part of innovation can be to answer longstanding questions with existing techniques from other disciplines.”

What is needed, notes Verrengia, is a framework for how all the communications and other activities of those types of relationships can be held together for business outcomes. “It’s about understanding the questions that have been asked, but have frustrated people for many years, like: ‘Why should I communicate? What should I say? Does it really matter?’” he says.

And so, Verrengia’s work centers on demonstrating and measuring the relationship between communications efforts and a company’s bottom line. One of the techniques he uses is intangible valuation, a statistical model

that can quantify (through a stock price, sales, or some other result) the effect of the communications function.

“This was an established business development technique that hadn’t been used in communications,” he explains.

Another element to Verrengia’s everyday innovation is welcoming questions, in whose answers PR pros can find something new and inspired.

“Treating questions as an opportunity rather than a threat is the most important part of innovation,” he says. ■

*Profiles written by Michael Bush, Tonya Garcia, Randi Schmelzer, and Aarti Shah. For more insight from these individuals, including whom they consider to be innovative, visit [prweek.com](http://prweek.com).*

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