

Portfolio Highlights

Lynne Olver

Consultant,

Corporate and financial communications

Annual and board reporting

<i>Challenges</i>	<i>My role</i>
Disclose annual financial and performance results in an engaging manner, online and in print.	Drafted content for Ontario Teachers' Pension Plan 2017, 2016, 2015, 2014 and 2013 annual reports. Drafted online investment information to keep website fresh and consistent with report details. Drafted Stewardship Ontario's 2017 and 2016 annual report. Drafted MD&A for Ontario Pension Board's 2017 annual report.
Deliver high-quality information to board members on enterprise risk management program, information security, budgeting and operations.	Streamlined complex subject material to provide board members with sufficient written information to fulfill their oversight role. Liaised with executives and consultants to ensure relevant, accurate content.

Executive speechwriting

<i>Challenge</i>	<i>My role</i>
Produce board member and C-suite speeches, remarks, video scripts and talking points for conferences, annual meetings and internal events, often on short notice.	Interviewed speakers and/or other subject matter experts for context and input. Developed key messages, outline and remarks, and revised within short timeframes.

External communication

<i>Challenges</i>	<i>My role</i>
Support the Chair and executives of a new federal Crown corporation in all aspects of external communication, before the organization hired full-time communication staff.	Drafted the organization's first strategic communication plan, website content, speeches, briefing notes, presentations, standard responses to inquiries and custom responses to trade media.
Help a global consulting firm bolster its thought leadership position in the competitive Canadian cyber security advisory field.	Drafted the firm's first Canadian cyber security report for national marketing campaign.
Produce economic news releases and fact sheets for a major Canadian bank, on short notice.	Reviewed draft economic reports from subject matter experts and synthesized messages and key points for media audience within short timeframes.

Internal communication

<i>Challenges</i>	<i>My role</i>
Communicate progress on strategic projects to national law firm partners and business staff.	Produced informative, engaging content about firm's strategic plan and related projects for intranet, newsletters, newsmagazine, Town Halls and executive video.
Raise employee awareness of enterprise risk management program.	Produced news articles, report summaries, interactive quiz, video and online brochure to inform employees of their risk management role.

Investment communication

<i>Challenges</i>	<i>My role</i>
Help investment client develop its first responsible investment report to showcase its approach and demonstrate thought leadership.	Drafted 30-page report expressing client's management of environmental, social and governance (ESG) factors, case studies and investment focus areas.
Explain complex responsible investment principles and activities to a non-investment audience.	Drafted content for inaugural 8-page responsible investment booklet. Reorganized and updated website content. Wrote brochure explaining organization's climate change position.
Report annual investment results in an engaging manner, online and in print.	Drafted content for MD&A sections of annual reports (including Ontario Teachers' Pension Plan and Ontario Pension Board).

Issues management

<i>Challenges</i>	<i>My role</i>
Ensure board members and executives are fully briefed on corporate and investment issues before key events. Provide accurate, consistent responses to external inquiries.	Synthesized legal, investment and pension issues for executives and board chair. Responded in timely, consistent fashion to external inquiries.
Support the Chair and executives of a new federal Crown corporation in all aspects of external communication, before the organization hired full-time communication staff.	Drafted the organization's first briefing book as well as its first issues management plan, which included action plans and approaches to manage reputation risk in specific scenarios.

Stakeholder consultation

<i>Challenge</i>	<i>My role</i>
Obtain feedback from major Canadian consumer and financial groups about an innovative scenario using digital identification for online authentication.	Identified and interviewed expert representatives of relevant organizations. Summarized their views for client, who reviewed and acted on their input.