

More PR Students, Not Enough Faculty: Transitioning from Practice to Classroom

Educators Academy * Educational Affairs Committee *and College of Fellows

Moderators: Bob Pritch Prichard, APR, Fellow PRSA, instructor and faculty adviser, Lindsey + Asp. University of Oklahoma

Jeannette Drake, PhD, APR, Fellow PRSA, consultant and associate professor, University of Findlay

Robert I. Wakefield, APR, associate professor, public relations, Brigham Young University

Today, there are far more public relations students and too few faculty to teach them. Get an introduction to the Educator's Academy's "Learning to Teach" series and gain insight into making into the transition from the profession to academe.

NOTES:

How did you transition from the outside world to the classroom? They rapidly each picked up on taking real life war stories into the classroom...

Pritch: transitioned from a career in the US military into the classroom, a natural Segway. Expectations of students was higher than needed – “they thought they would have to stand at attention and call me Captain,” said Pritch. His thoughts on how best to transition: you must desire to be a life long learner. You cannot live on your own personal industry war stories... they are valuable to tell when they are applicable.

Wakefield: “industry war stories for principles are great,” said Wakefield. “Students like to know what its like out there... but you have to keep updating your own life experiences.

Jeannette: “Pulling examples beyond the text is good.”

What was your most eye opening experience in the classroom?

Wakefield: there is a learning curve of taking from teaching from theory to practice. I see the big picture... but as a teachers its all about YOU the big picture and the details.

Pritch: “Having to do it all was a big surprise for me. Upon giving my first assignment, it took me 45 minutes to grade one paper! I had to learn – as a professor – to craft a method of assessing their knowledge that is respectful of their time and mine.

Jeannette: The DIY syndrome (Do it Yourself) with the students. I was shocked at the skill levels of the students. In the field, we get an immediate payoff – instant gratification – write press release, it appears. Work on a campaign... it comes to life. In the classroom, the payoff pays off in the long term.

Cite some positive and negative aspects of teaching.

Wakefield: Challenge – teaching the students how to think analytically and then put it into action.

Pritch: Challenge – breaking the students loose of ties (ex. Parents) and force them to personally – think. Our job is to grow leaders – they must be strategic thinkers. They come in thinking ... we all win, we all get trophies. Today there is a generation that is fearful of making mistakes. Most have not received positive reinforcement. Sometimes an “attaboy” is very impactful... and I give them when they are deserved.

What types of teaching jobs are out there and how do you get them?

Jeannette: On Oct. 10 she found: 28 PR/Ad jobs in the: Chronicle of Higher Education; 30 on the aejmc website. Of the jobs she found: Assistant Professors (entry level position) were 50% of them; 30-40% required PhD; 25% required a Masters Degree; and 25% required either Masters Degree or equivalent level experience. There are different types of schools... some schools heavy up on research vs. smaller schools which might not demand research of their professors.

Pritch: There are really three kinds of teaching jobs out there: the tenure track; the full-time or contract; and the Adjunct or Part-time where you teach one or two classes a year.

Wakefield: Research is big. But you have to have a curiosity interested in why something is happening. If you are interested in higher education research institutions, you can write research papers to help get in you into these schools. You have to have a joy for learning and teaching is a great vehicle for learning.

Assorted responses:

How do you segway from real world to teaching, one big issues is salaries. Please talk about this:

* Average Communications Professor: \$68,000 per year. Counter response from someone from the University of Boston: not true in the PR field. He continued: the figure cited is for “communications professor” which is not public relations. We just hired someone at a higher level than the figure cited.

* The academic world gives you time to think unlike the real world which requires you to do it now. Real world you have the feeling that the employer owns you... in teaching, you are responsible.

* Real world is 24/7, 365 days vs. teaching approx.. 7-1/2 months a year as a whole if desired.

How did you learn to teach.

- Have a mentor. Upon become a teacher for the first time, a faculty person is assigned to you and you ask a lot of questions. Adjunct is the simplest way to test the waters.
- Teaching online is a great way to move into the industry.

Working full time – vs. Part time in teaching:

- Working full time and teaching part time is not easy and often times does not work.

How do you deal with the blank stare syndrome:

- Keep them interested.
- Make your classroom a no threat zone
- Sometimes, you just have to call their bluff and call on them to answer a question
- Candy helps!

How beneficial is obtaining your APR?

- Across the board: Huge!
- It shows that you have demonstrated that you know how to think strategically
- We have to model what we teach
- It adds the message that you are involved and you are interested
- “Academics” is credentials Happy!

How much time does “teaching” take:

- Only you can decide
- Course prep time is the most time consuming. Once you develop the curriculum and assignments
- Course prep time is the worst part. After you have done that ... it gets easier.

####

Opening Session – Soledad O’Brien, Anchor and Special Correspondent, CNN

Sunday, 1-2:30 pm

Disney’s Voices of Liberty from the American Pavilion at EPCOT open the session singing songs for this conference where the theme is: Imagine, Create and Inspire:

When you wish upon a star.... * AND * A dream is a wish you hear makes...

PRSA 2011 Chair and CEO Rosanna M. Fiske APR:

“Our industry calls for Strategic Thinking and Bold Leadership”

Our focus this year has been: Advocacy, Diversity and Ethics

SOLEDAD O’BRIEN: Inspire is the key. Envision a life you could lead. Diverse stories have values. Diversity is showing leadership backed by research. TV is about: ratings, revenue and reputation. Telling authentic, genuine stories. The picture of America is diverse... racially and ethnically . If we could uncover all of the voices that could be heard why:

- Because everyone feels they have a story
- More outlets, more opportunities.
- Technology makes access cheaper

The basic tenants of journalism apply to all PR / media efforts:

- Stories, are human beings of all backgrounds ... shows their individual passions.
- PR and journalists are both in the service industry.

PR people like stats.. for the media: turn those stats into stories. Stories are about transparency and reputation. The more you know about something, the more you can show the nuances in the story.

Pitching to me... know what compels me; and what I want to tell. Stats never have passion. Show a passion for the story that is authentic full of emotion and energy.

To break through the clutter, your story to me must be:

- Inspired – people want to be inspired
- Creative
- Imaginative

This has to be a mission for PR people today.

Re: spokesperson training for Executives –

- They know the answers. Let their hearts tell the story... If the key is intrinsic in the story, it will come through

Considered a key figure and international leader in the development of the personal spaceflight industry, Peter H. Diamandis has founded and operated a number of space-related businesses and organizations. He is chairman and CEO of the X Prize Foundation, an educational, non-profit prize institute with a mission to bring about the radical breakthroughs for the benefit of humanity. The X Prize is currently developing awards in the genomics, automotive, education, medicine, energy and social arenas.

My mission: Open space flight to humanity.

If you really want to change the world – you have to change the way they think. You have to commit.

The way to predict the future -- is to create it yourself.

Charles Linberg and Raymond Ortiz won XXX in a contest that awarded a prize for the first manned flight from NY to Paris. Within 18 months the number of people that would be interested in this flight... grew from 6,000 to 180,000! This flight changed what people believed WAS possible.

Sometimes, a breakthrough comes from someone OUTSIDE a field...

We launched a prize for the first manned space flight with a \$10 million prize. The winning flight must:

- Reach 10 km altitude
- Fly 2 times in 2 weeks
- Flight must be privately funded

The winning flight took flight in the Mohave Desert, in 2004 and the Ansari X Prize was awarded.

To succeed: you must be willing to fail. Give competitors a window...and they will fail OR have that breakthrough! The day before could and often times come a crazy breakthrough.

For Brainstorming... the X Prize group brings together Visionaries!

Philanthropists want to see and know their money is making a difference.

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Do You Speak World... A Cultural Communications Toolkit for PR Professionals **Sunday, 3-4:15 pm**

Speaker: Laverne McGee, public relations, communications and marketing liaison, Radio Disney

In an ever-connected global economy, cultural communication competency is a must have. Discover how cultural awareness and communications can make a critical difference in your ability to do business, both domestically and internationally.

- Understanding and communicating within this global economy - This is one area of expansion while others are downsizing.

What are the international languages: pictures and music. Find ways to use them in strategic campaigns and presentations where you find yourself communicating in a different culture.

Global communications is connecting with people through global public relations.

Technology is changing communications. Social media is a HUGE case for PR.

Google has become the #1 global brand, replacing Coca Cola.

In the 2010 census:

- Showed growing ethnic minorities: Latinos and Black Americas
- The US itself is more global due to the growing immigrant population

It is important to do your homework.. and understand exactly who your audience is.

Be careful of who you are speaking with... especially in high level meetings where the smallest things can actually bring people together. Finding similarities is what brings people together. Look to yourself as a starting point to grown and make a contribution to others.

People are thinking way outside the box... who would think a COUNTRY could go bankrupt – Egypt did.

Young people communicate differently today.. when dealing with different countries ask... what is trending in your country.

- Chile is growing and many companies are looking to this market as a safe place to do business and work right now. The work ethic is great.

When working in another culture, get a sense of the culture... each country is different!

Personalize the PR – blanket releases, campaigns don't work anymore.

When communicating in business, someone has to take the first step. Make it your task to make the other person feel comfortable first.

What is the #1 spoken language in the world today? Mandarin/Chinese!

#2 spoken language in the world: English

#3 spoken language in the world today: Spanish

#4 “ “ “ “ “ “ “ “ : Hindi

#5 “ “ “ “ “ “ “ “ : Russian

#6 “ “ “ “ “ “ “ “ : Arabian

There are approx.. 7 billion people in the world today;

Often misconceptions of religion and culture play a role too.

For example: Islam and Muslim are different in different countries. They are different people with different perspectives.

Bottom line: Watch the way you write. Use:

- Common Sense
- Do not stereotype
- You don't know who are you dealing with
- And especially when communicating ONLINE

Do not use acronyms for international communications ... THIS IS WRONG!

#####

Buzz-Building Programs that Drive Business

Sunday, 4:45-6 pm

Daryl McCullough, chief executive officer, PainePR * Daniel Lemin, owner, Social Studio

Jon Cronin, managing director, social media, PainePR

Buzz-building programs can drive business, grow brands and sustain engagement with stakeholders. Through a series of engaging case studies, take away practical buzz-building and buzz-sustaining principles for your organization.

The world has changed. Look to traditional and non-traditional to capture the trends of the day.

What is Buzz...

- Word of Mouth
- Viral Marketing
- Facebook
- Social Media
- YES!

Talk to people where they find their most information most... in their “sphere of influence”: work, retail, friends and family, professional groups, entertainment, thought leaders, ads, media they watch... etc.

Within the innermost circle ... there’s the niche

Followed by the local market

Followed by the regional market

Followed by the global market

Start affecting the NICHE > then it will go LOCAL >> then it will go REGIONAL >> then it will go GLOBAL.

Create a strategic framework for any campaign for the types of conversations you want to have.

PR MUST have a seat at the marketing table to ensure what works in one locale... will transcend into the regional and possibly the global markets.

When things DO become viral... IF YOU ARE PREPARED, it’s a good thing.

Go social BY DESIGN. To inspire your NICHE:

1. Make it matter to your core...
2. Make it relevant to an expanded audience
3. Make it matter to the business
4. Leverage your social tools to get you there
5. Revisit and Refresh old ideas

MAKE IT MATTER TO YOUR CORE:

- Know who you are and embrace it.
- Ask the right questions
- Build ideas around your core stakeholder
- Make it meaningful and impactful to THAT audience
- Harness THEIR motivations
- THE TECH TAKEAWAY: pay attention to what's going on all around you. It's free!

MAKE IT RELEVANT TO AN EXPANDED AUDIENCE:

- Be bold with your creativity. For breakthroughs, go bold!
- Let it explode naturally... encourage leadership to sit back and relax, let the community embrace it.
- TAKEAWAY: Active community management. Guide everyone but allow it to organically grow.
Example: ROM (Romanian candy, took on packaging of USA flag to embrace the US culture. Romanian people exploded, demanding change back to Romanian flag packaging. Caused a 300% increase in the market share when they changed back the packaging to Romanian flag.

MAKE IT MATTER TO THE BUSINESS.

- Bold ideas are sometimes ground breaking to the business
- PR can lead this strategic thinking
- Twitter and foursquare (offers measureable incentives for local markets)

LEVERAGE SOCIAL TOOLS TO GET YOU THERE

- Duracell campaign. Generated locally and created a national buzz. % of all sales goes to local volunteer fire departments.
 - Pre-Launch.
 - Local education
 - Offline, online marketing
 - Social tool kits captured personal stories, and survey data

Launch.

Involved NFL Kurt Warner

Media Day

Warner Firefighter Training

Robust Hispanic Program

Thank You Phase.

Mobilized consumers

Thank you notes to volunteer firefighters

Partnered with Grammy award winning artist Cee Lo Green

Limited edition song and video created

National media tour

PRC Network

Local Thank you Events

... Power for those who protect us.

Highly targeted facebook media Geo interests

Exclusive / Limited Editions FB Giveaways

- Songs downloaded for Facebook fans

REVISIT/ REFRESH OLD IDEAS

- Ideas need not always reinvent history
- Old ideas and tactics actually work
- Follow Betabrands lead, listen to the crowds:
 - Exam: Blendtec. Its' just a blender. Created Buzz campaign using Justin Beiber.
 - 175 mm video impressions
 - 1.6 mm impressions on this one video alone
 - #97 most viewed video on YouTube channel
 - Total: \$100 investment
 - = **700% increase in sales**

KEY TAKEAWAY IDEAS: www.youtube.com/create

www.youtube.com/editor

www.creaza.com

GENERAL SESSION

Monday, 8-9:15 am

Presentation of 2011 Silver Anvil:

Recipient: Cheryl I Procter-Rogers, APR, Fellow PRSA. Sr. Consultant, A Step Ahead PR – Chicago based national PR consulting practice.

Comments: From her dear friend and mentor, the late Chester Berger, “Always be yourself. Be true to who you are and trust your intuition.”

When giving a speech: Be grateful, be gracious and be gone!

Value the 4 C’s:

- Capability – to PRSA
- Career: PR Tactics/Strategies publications
- Cabinet: your mentors, people who tell you the truth
- Community: civic organizations, non-profits you are involved in

“Thank you! I will re-live this award each time the roads get bumpy or my views get cloudy.”

CHRIS BROGAN, President, Human Business Works, Co-Founder PodCamp, Blogger, ChrisBrogan.com.

With more than a decade of experience working with online communities, social media and related technologies, Chris Brogan has served as a consultant to Fortune 100 companies, including PepsiCo, General Motors and Microsoft, showing them how to best use social software to build organizational value. Brogan is author of “Social Media 101: Tactics and Tips to Develop Your Business Online,” and co-author of “Trust Agents: Using the Web to Build Influence, Improve Reputation and Earn Trust.”

Cultivating Visability.

PRSA – here’s a new definition for you:

Passionate Relationship-minded Story Tellers!

Icon: a person or thing regarded as a representative symbol of a symbol.

Think Differently.

Me (Chris Brogan) I am a: typist, blogger, consultant, author, president, dad, comic book nerd, camero driver, getting healthy

Us: We are here to learn, to amplify the human digital channel. Only those are my words.

Human Digital Channel – not a website, not a search. It is a channel, a stream of Human Interactions, that needs a shopkeeper (YOU) not a shop.

3 Big Points:

1. Cultivate Visibility

- a. Telling stories changes by the medium used (videos for example. Brevity is the key – less than 2 minutes.
- b. Make the Customers the Hero
- c. Frequency matters.. .. frequency matters
 - i. How often you stay in touch with me and be on my wave length.
- d. Products are not amazing. When they make me cool – now THAT is amazing!
- e. Amplify our stories: You had to be there, you have to be there... you are here. Men's Warehouse for example, it is the Nordstroms for cheap people. They make me feel awesome!
- f. To do: Record more video. Cultivate more video stories: Google / You Tube. Seek referrals and testimonies. Read, The Referral Engine www.chris.cc/re
- g. Build better contact databases: note when to reach me, how to reach me... put in all you know about ME.

2. Earn leverage

- a. Once you learn something, take it to the next level
- b. Earn it from the community, the audience
- c. Your stage, Your light. Just think what Jay-Z could teach you about leverage. He has the President's number in his cell phone.
- d. You are in Sales... you might be selling the story. You might be selling the internal conversation, but YOU ARE SELLING.
- e. You are in Customer Service
- f. Which earns your appreciation... leverage & serendipity.
- g. One simple tweet can have: velocity, levity and serendipity
- h. BLOGGER RELATIONS:
 - i. Do you want exposure or leverage - "influence".
 - ii. Your new responsibility: then 10 post/20 tweets litmus test. No shotgun approach
- i. Causes Rule:
 - i. Invisiblepeople.tv
 - ii. 501missionplace.com
 - iii. Nten.org
- j. To do:
 - i. SHINE YOUR LIGHT
 - ii. Connect with causes
 - iii. Improve your blogger relations
 - iv. Re-think Metrics

3. Business is about belonging. This is humankind's greatest need.
 - a. The YOU in YouTube. Think:
 - i. Why do we share what we do
 - ii. How do we open up the circle
 - iii. When its us instead of you
 - iv. Why contests can be so annoying
 - v. "Check Ins" are NOT PR
 - vi. How stories are spread
 - b. It's interesting to share useful information.
 - c. Conversations Rule! Social media is successful because people talk back.
 - d. Re-think Loyalty Programs
 - e. To do:
 - i. Media Training for All.
 - ii. Get the masses in the game, with some back up
 - iii. Be clear on the mission
 - iv. This isn't online only advice

Remember: business is about belonging.

You are: Passionate Relationship Minded Storytellers.

The biggest mistake on Twitter: people talking about themselves. 110-115 characters at the most for an item to be re-tweeted.

The more I was me.... The more the world was better for me.

AJ Bohmers Burgers used social media to get on Monday night football.

Don't get caught up too much in social media. Remember the physical worlds still exists.

Tips for new bloggers: all top; Google Blog Search (look for an issue) then look on the left nav bar for "blogs". Also, guest postings on larger blog sites.

DO NOT MEASURE media through Cloud.

Google Plus matters. It's the next greatest think

RE: Professional Balance

- Learn to share other peoples' opinions too
- Some of the best branding, is listening

BP Oil Spill: Messaging and Reputation Management Amidst Crisis

Monday, 9:45 – 11 AM

John J. Deveney, APR, Fellow PRSA, president, Deveney Communications.

How do you regain the trust of customers, employees and stakeholders amid a crisis? Using lessons learned from the BP oil spill, discover how to build and manage an immediate crisis response strategy that incorporates effective message management.

Deveney Communications represented the State of Louisiana Dept. of Tourism following the BP Oil spill. Strategies

- I. Research driven campaigns
- II. Results oriented
- III. Experience / Plan
- IV. Continuous Communication
- V. Integration & Collaboration

I.. Research Driven Campaigns included such tools as: Executive Interviews; Strategic Planning Meetings; Focus Groups; Past Event Audience Market Analysis; Segmented Target Audience; Set Campaign Baselines – Benchmark; Best Practice Analysis; Anecdotal Reports; Communications Audits; Competitive Analysis'; Surveys; Qualitative and Quantitative Data; Internet; Media Audits/ Content Analysis; National & Regional Perception Surveys; Tourism Forecasts; Oil & Environmental Research; Impact on Tourism

II. Results Oriented:

to change perceptions

place and persuade positive reality

diminish economic impact

Timing: began June 1

Early target markets due to the research they had onhand:

Orlando, Las Vegas & New Orleans

In addition to tourism/ travel trades, also of importance was culinary media

III. Planning. Immediately looked to best practices:

Exon Valdez, Tennessee Floods, 9/11, Hurricane Andrew

.... And experience: 9/11, Katrina, Recession.

Used a total 360 degree / total immersive approach

We looked at what was not done. When planning: challenge and question everything – for what you might NOT think of....! For example:

What we DID NOT have is a plan for what if a hurricane came through while we were dealing with the oil spill.

The more you can challenge your thinking the better off you will be.

Our response strategy included:

- Plan your monitoring, research and reporting (we all shared all information)
- Messaging Strategy
- Media Relations
- Community Relations
- Social media / Internet Marketing

One of the things the clients didn't like was us anticipating ... the human desire to help. They thought people would get in the way and they did not want us to bring it up. We informed that it is within the human DNA to want to help – we need to prepare everyone to want to support this endeavor.

One of the things that came out in Katrina was misunderstanding – people did not understand the magnitude of the catastrophe.

Primary Failure from Katrina:

- Direction. The absence of a clear plan and understanding. We were given clear edicts:
 - DO. If you see something to be done – DO IT.
 - HELP. If you see someone that needs help – DO IT.
 - Or GET OUT OF THE WAY

Secure a pro-active and reactive control position. BE AHEAD OF THE STORY.

Plan for: what to do when they press gets tired of us.

The 4 K's / Hard C's of a Crisis:

- Kwick (Quick): If you don't Someone else will. Establish your position as the authority w/regards to the issue and that you are collaborating with all
- Candid –
- Context – put all in context and how it all fits. For example: police beat up an older man, this does not mean that all police are bad and that their was a need to call in the National Guard – this was an example of bad men doing bad.
- Consistent

Make sure you are working with legal all along the way.

Remember: you are overseeing the court of public opinion

QUESTIONS FROM AUDIENCE:

How did you (your client) keep from throwing BP under the bus? “we stayed on plan... on message”

What were some communications challenged experienced?

- Tourism was not the focus of the story
- Limited access to spokesperson
- Misperceptions
- Politics
- Uncertainty of situation or future
- Timing
- Fickle media attention, competing interests and coverage fatigue

IV. Continuous Communication.

Messaging Strategy.

- Proactive message strategy
- One focus strategy
- Rapid response system
- Strategic Partner Network
- Reviewed frequently, distributed daily
 - Talking points
 - Issue updates (between all parties)
 - Media coverage reports

Media Monitoring.

- Monitored state and oil coverage
- Analyzed coverage perception
- Analysis

Satellite tours to top markets

Letters to the Editor were important. – information went out, unedited.

One campaign: “Top 100 Reasons to visit Louisiana” Office of Tourism asked residents and visitor to tweet and post.

V Integration and Collaboration.

Rules of Organized communicators in responding and managing a crisis (post Katrina):

- Be open/ honest about the situation
- Keep message on point
- Keep staff, clients, vendors informed
- Utilize outside PR consultants – provides distance /perspective message strategy and expertise
- Communicate with internal audiences

How to Develop the Mind of a Strategist

Monday, 11:30 AM-12:45PM

James E. Lukaszewski, ABC, APR, Fellow PRSA, CCEP. President, Lukaszewski Group, A division of Risdall McKinney Public Relations.

It takes a strategic mindset to get to the tale and get your boss to listen you. Explore the techniques, personal changes and attributes that practitioners need to transform themselves into strategic thinkers, advisers and influencers.

Becoming a verbal visionary. If you want to have influence, you have to talk to people. Your verbal skills are the most important. With the voice>>> voice to ear!

We don't write memos to solve problems, we send people out.

Tools needed; How do I sell myself more confidently?

What is your personal vision of who you want or what you want to achieve?

You map out your own strategy!

The one tool we have is communication. You have to think more broadly. Our job is to help people do their job each day and the importance of what we can achieve. Our method of operation – we get to see practioners from all walks of life --- but the Manager's job is to look at all sides of the pie and the communicators within an organization is just a small slice of that pie.

PR is a staff function!

If you want a voice, you have to know more and THINK more! What is it you have to master or an important attitude shift (thinking from a management perspective). Start from here... they will listen.

You have to be a verbal visionary. Using verbal skills and your brain power to influence people.

You need to learn to be a story teller. Data is never a motivator. You have to be able to inspire people. BE INSPIRING. ... who inspires you What makes YOU have goosebumps?

What impression are you leaving?. .. To be heard, you have to have:

- Candor: truth with an attitude. Providing information quickly and note why it matters. It is the basis of trust. Providing information before they need to have it.
- Ethical Sense. What is your personal value system
- Strategy; The art of being inconsistent and different on purpose – looking through the wrong end of the telescope
- Be intentional/ be memorable Leadership is a state of self – it is self induced (Jack Welch, GE)

Define your visionary self:

- Select yourself to be a visionary
- Challenge yourself
- Evaluate yourself
- Self approval
- Self discipline
- Self confidence. That they think, they know and how they behave around others.

Attributes of Anti-Self:

- Self-deprecating (eradicate this behavior)
- Self talking
- Self criticism (not how you screw something up, but the lessons learned)
- Self help
- Self-demeanor

95/9 Rule:

95% of what we do, we talk about

It is the 5%, that matters!

How do you package yourself?

- Core values
 - Your guiding principles
 - Open/truth: 15% of information is facts, dates & 85% is emotion and points of reference
 - What is the emotional angle?
 - When dealing with someone – show empathy
 - What will YOU get off a train for?
- Virtues – (Ben Franklin)
 - He organized his life around his virtues.
 - He worked on his virtues – constantly
 - What makes YOU who you are?
- Personal lexicon –
 - Create a list of stories you like to tell
 - Apply them intentionally to circumstances
- Personal progress audit
 - What did I learn today?
 - What did others learn from me today?

- What less essential tasks did I get rid of today
- What will other remember from me today that will be quoted or use from me tomorrow
- What is the most interesting thing I learned today
- Strategic Mindset
 - What is your philosophy
 - All mgmt. problems are leadership problems
 - Leadership is about maintaining followers
 - The best plans we develop are people
 - Managers and leaders want to solve decisions themselves
 - Provide concepts, ideas and suggestions
 - Make progressive, incremental progress each day
 - We can be extraordinarily insightful in our areas incrementally each day.

Reduce the number of suggestions you give to those that matter. Before you speak up think:

- Does this help the boss
- Does this help the organization move ahead
- If the answers to the first two above are yes.... Think, does it matter anyway
- And think... what will not happen, if I don't suggest this to happen?

The concept of leadership is global – its like all the leaders in the world went to the same school. They all have a strategic mindset. Are YOU at the table – or looking for a seat at the table. Important decisions are never made collaboratively.

Are you a trusted advisor?

- Do you really get what management says or does... matters?
- Have you made a study of leadership a part of your career... studying military leaders, business leaders, political leaders. Studying other leaders enables you to talk about things of interest to leaders
- Notice the trends in the business world. Notice the time limits to service today . There are risks of being the head of a company.

Key Takaways:

- Broaden your perspectives
- Notice Trends
- Use peoples' time wisely. Choose your words and voice –wisely (people talk and write way too much).

Why bosses fail:

- Failure to perform
- Over optimism
- People trouble (our job is to be their chief strategist).
- EWOL –absence without leave
- Stuck in a rut... cannot get things going

How do you give advice?

- I. Intro – first 60 wds. Talk about we are going to talk about
- II. Analysis – 60 wds. Cite why does it matter/what is the SWOT.
- III. Goal – 60 wds. State where are we headed / what is the bottom line.
- IV. \$\$ Step – 150 wds. List the options (always give three):
 - i. 0% - option to do nothing
 - ii. 100% - option to do nothing
 - iii. 150% - option to do something more
- V Recommendation Step – always have one
- VI The justification – 60 wds.

#

Tuesday, 9:45 – 11 AM

Fire, Fuel and Focus: Applying the Elements of Entrepreneurial Thinking to your Business

Jerry Ross, Executive Director, Disney Entrepreneur Center.

Survival and success in today's new economy require fire, fuel and focus. Learn to apply these elements associated with Entrepreneurial Thinking" in a not –to-be-missed, high energy presentation that takes you into the mind of a serial entrepreneur.

"it was 1928... it all started with a rabbit!"..... the story of Walt Disney and Entrepreneurial Thinking:

Seeing opportunity where others see a news story.

This new economy is the innovation economy. In chaos there is opportunity... and today there is chaos!

Entrepreneurial thinking Once you turn it on, you cannot turn it off. It's contagious.

What happened:

- The economy
- Capital and credit
- Small Business
 - Unemployment
 - Uncertainty

What can we do? Look at things as they are...

- Reclaim the FIRE.. its lost
- Reclaim the FUEL... losing
- Reclaim the FOCUS... losing

FIRE:

A torch: knowledge removes fear. A little light might be a little knowledge. Embrace knowledge. Example: look up the Director of Business Resources/ US. It is a reference USA database. ... "give me every dentist." Will save you \$\$\$. A little knowledge sheds light.

A spark: innovation. What should I be doing that I am not. "If not us.. then who"

The more successful we are the more risk averse we are. Entrepreneurs are not risk takers, they are risk managers.

A bolt of lightning: You have to have a fire in the belly... and it starts in the head. There are three people inside you:

- Technician: you know your craft

- Entrepreneur, look for opportunity
- Manager: it is good enough

Protect your flame:

“Attitude is a little thing that makes a big difference,”

-Winston Churchill

Fuel – cash!

Good ideas + Cash = EXPLOSIVE!

How to get more cash:

- Cut expenses
 - 90% of phone bills are wrong
- Give me 5% - a 5% cost reduction is negotiatiable
- Don't cut price, add value.
 - If they are shopping around, they don't see a difference in your product. If they don't shop, they see a difference. Know your prices!

Goals: Set new goals!

Goal without a time frame and a measureable outcome is only a wish!

Hold your goals accountable. Set timefames and measurable outcomes
BECOMES your focus.

Support: Business is a team sport. A pat on the back is only a few vertebre removed from a kick in the pants. And is miles ahead in results

Most people don't leave for \$\$\$, they leave for under appreciation.

Training is important. Equip your people.

FOCUS. Look way down the road.

- What do you control? What's around me, stop worrying about things you don't control?

- What makes you different? What is your unique competitive advantage? What makes you unique? Are you uniquely positioned to be better than anyone in the world?
- What makes you money? Your employees, your clients,

Activity vs. Accomplishments –

“It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things.”

-Leonardo di Vinci

Take control of accomplishments... that is how you will measure your goals!

What will I do tomorrow?

- Re-Focus
- Re-Fuel
- Re-Focus

“When you have a dream... you just can’t sit around!”

What American Idol Can Teach You About Leadership

Tuesday, 12:30-1:45 PM

Karen Friedman, communication coach, speaker and president, Karen Friedman Enterprises

Are you born with “it,” or can you learn to develop it? Like our favorite American Idol contestant, some people appear confident and destined for greatness. Take away tips for creating a more powerful presence that shouts “leadership potential.”

Oct. 18, 1996 – Jimmy Hindricks hit the stage

Oct. 18, 2009 – someone paid \$18,300 for a article of Elvis’ clothing

Today... we can see reality TV and ordinary people can turn into superstars overnight!

What is “it” that these people have... What is “it?”

Passion, presence, talent, confidence, relate ability, individuality.

What is it that set them apart?

Walt Disney was told he lacked imagination...

Thomas Edison was told he was stupid

Albert Einstein was told he was inattentive, a dreamer and mentally slow

Les Brown was told he was “educably mentally retarded”

Don’t let other peoples opinion define you.... Look at what issues you might have and see what you can do with them.

Winners create their own reality!

Don’t let others create your reality. “Today, PRESENCE is twice as important as performance and skills”

-Richard Hardison

In the age of YouTube – the game has changed. If you want to play and evolve...

1. Presence – do anything it takes to create your reality.
2. Prove it.
 - a. Everytime you open your mouth you are making an impression and have an opportunity.
 - b. When you walk into a room, what makes your unique

Think and answer – what is your unique personal style:

- What are you best at?
- What do you do that is meaningful to you that inspires / motivates others
- In one word, how would people describe you

But what is ... “it?”

What is your executive impact....

Is it long lasting, to you give consistent messages over time.

Those with IT... speak from their hearts to ours. They FULLY connect heart to heart.

What you give emotionally...

Whatever you want your audience to feel... you feel. You want them to feel joy, you feel it.

As a professional, as a leader... they have to believe, that YOU believe.

When you make a connection, how do you make others feel relevant, make your message meaningful

Its about: CPR! Breath life into your message. Make it:

Clear Personal Relevant

It must be compelling.

To make something relevant... you have to make it personal. If you make it personal, it will become relevant.

“Effective communication is 20% what you know and 80% how you make them feel”... -Jim Rohn

Make it... what’s in it for them: research.

Practice! Zero in on key words that are:

- Meaningful
- Compelling
- Different

Pick a single word to become a part of your product... and practice, practice, practice. Steve Jobs did.

Personal Credibility is about:

- 15-20% Honesty
- 15-20% Competence
- 15-20% Commitment
- 50% Empathy

Our job is to facilitate understanding , how do we connect with people so they get it.

When making a verbal delivery, watch your:

- Pacing – slow down. Think of a pause, they are huge and allow people to process
- Pitch – have a conversation
- Pronounce – the end of each word
- Project – to the back of the room
- Have PASSION
- Have a PURPOSE.

Don't let what others say... become your reality.

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Tuesday, 2:15-3:30 PM

Global Public Relations: The New Rules of Engagement in a New Media World

Kathy R. Fitzpatrick, APR, professor, public relations founding director, graduate program in public relations, Quinnipiac University

Antoaneta Vanc, assistant professor, public relations, Quinnipiac University

Robert I. Wakefield, APR, associate professor, public relations, Brigham Young University

Dramatic changes in the global society have changed the rules of engagement for multinational organizations operating across borders. This program will help you design global public relations programs that reflect contemporary best practices.

How do we help our clients adapt?

Program Overview:

- Explore Trends
- Examine Impact
- Provide Models

Remember the book, [The Ugly American](#) (1958). Americans had an image abroad of being arrogant, a culture who liked to impose THEIR views on others, etc.

Have we learned anything since that time?

Globalization with technologies new media have created a new world order.

- One that it INTER-dependent
- We must engage WITH, rather than communicate to.

New Rules:

- We must have a collaborative approach and be co-creators
- Live in a more open, decision making process
- Listen
- Facilitating networks of publics and private sector parties
- Emphasis on two-way communicating over mass messaging
- Align deeds with words
- Principles must be based on dialog and mutuality

What does dialog require: engagement and relating.

Our new global Public Relations:

- Mutuality
- Presence – we must BE THERE
- Commitment – to work together
- Authenticity – do we mean it
- Trust
- Respect
- Collaboration
- Risk

Best Practices Audit –

- ❖ Do you incorporate principles of reciprocity and provide opportunity for expression
- ❖ Are you forging government involvement

There is an updated book out today: The Ugly American

WAKEFIELD PRESENTED:

Reexamining the structure of a global PR efforts – and the influences that affect it.

Looking at the impact of culture, economics and politics on pR

How do you balance globalization or standardize?

Six factors of Effectiveness:

- ❖ Purpose or Mission – employee relationship over product
- ❖ Executive Support – Sr. Mgmt believes
- ❖ Staffing and Teamwork – horizontal global team
- ❖ Training – worldwide
- ❖ Communication Style – emphasize two-way communication
- ❖ Response Preparedness

Influences:

- ❖ Wholesales changes in Global environment. From Globalization to Global Economy
- ❖ Changes to traditional media
- ❖ Exponential spread of the internet and social media. Communicate WITH and not TO
- ❖ The growing tide of activism, creates home, host and transnational publics

❖ Globalutionaries – “revolution from beyond” ... Thomas Friedman

Do the 6 principles of effectiveness still apply?

Is Global/local balance still important? -- ABSOLUTELY! Global consistencies are more important than ever – easy to notice, anywhere in the world, inconsistencies in messaging or performance yet –

Publics and perceptions still arise – perhaps more than ever from culture and contexts.

Antoaneta Vanc Presentation:

Engaging Foreign Publics through Corporate Social Responsibilities –

Best Practices – Collaboration, Commitment and Engagement.

Global Corporate Social Responsibility

- Includes concepts such as corporate governance, workplace standards, environmental sustainability, corporate citizenship and corporate philanthropy
- No one size fits all approach to corporate social responsibility
- CRS needs to be intergrated into a company’s core decision making, strategy management processes and activities

Show evidence of corporate citizenship with the communities you operate

Ethical climate of global PR – be authentic!

What intrigues and interests me.... Concerns me.

Question re: ethics and the “standard –you have to pay to play” as the everyday in many countries.

Response: Have this conversation before you get into it.

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