

PR IN PRACTICE SERIES

Effective Personal Communication Skills for Public Relations

Andy Green



London and Philadelphia

Contents

<i>Foreword</i>	<i>xi</i>
<i>Acknowledgements</i>	<i>xiii</i>
<i>Sprint summary</i>	<i>xv</i>
Introduction	1
1. Your inner brand – who you are	3
Physiology part one	4
‘Information’: the first step in understanding your intrapersonal skills	4
Mental maps: your perception of ‘reality’	6
Beliefs and values	7
Attitude state	11
Physiology part two	14
The cornerstone of your communications: your thinking	14
PR futures debate	14
Personal checklist	14
Prelude to Chapter 2	15
2. Your communications quotient – your thinking resources	17
The four Qs	18
Intelligence quotient (IQ)	18
Emotional quotient (EQ)	20
	v

Contents

Vision quotient	22
Adversity quotient (AQ)	25
The four Qs overview in communications: getting the balance right	28
Your communications quotient and your personal brand	31
PR futures debate	32
Personal checklist	32
Prelude to Chapter 3	32
3. You and your interpersonal skills	33
Communicating through actions	34
Communicating with integrity	34
Achieving trust	36
Body language	38
Other languages	42
Dress	43
Active listening	44
Active presenting	47
Assertiveness	48
PR futures debate	50
Personal checklist	50
Prelude to Chapter 4	50
4. Creating messages, memes and ‘spinning’	51
The meme	51
Creating paradigms and the art of ‘spinning’	58
Being flexible in the different ‘boxes’ you use	62
Sanctity paradigms	65
All ideas are in 3D boxes: introducing the ‘parameme’	67
Your journey so far	71
PR futures debate	71
Personal checklist	71
Prelude to Chapter 5	71
5. The message is the medium – making your communications brand-friendly	73
How the structure of language influences communication	74
How the structure of brands should influence communications	76
Icons	76
Managing icons	78
Icon strategy maps	79
Names	82
Values and information	84
Values audit	84

Positioning	86
Brand platforms	88
The meme-friendly message	89
Outstanding communicators shape their message	91
PR futures debate	91
Personal checklist	91
Prelude to Chapter 6	92
6. Triggering your message to achieve change	93
Dissonance	94
You need a need to communicate	96
The mixture of motivations	97
Build a bridge to the future – from the present	98
Sell benefits, legitimacy and dramatic difference	99
Use points of influence	103
Briocasting: communicate with flair and flourish	105
Make your message bespoke	108
Tools for different sensory channels	110
Communicate for others to change behaviour or to get them to act	111
PR futures debate	111
Personal checklist	111
Prelude to Chapter 7	112
7. Adapting your messages to your networks – word-of-mouth and word-of-click, your viral friends	113
What is w-o-m?	114
The power of w-o-m	114
Negative w-o-m	116
Limitations of w-o-m	117
How can you manage w-o-m?	118
Identifying the important and urgent	119
Identifying the crucial stages in making a decision	121
Identifying what ‘sticky’ words are needed to accelerate each problematic step	122
Identifying different ways to deliver your w-o-m	123
Word-of-click	124
Hyper self-perpetuity	125
Hyper-fast: speed and immediacy	125
Hyper-availability and information obesity	126
Hyper-democratic	127
Hyper-distortion of your message and actions	127
Viral campaign tactics	127
Avoid embarrassment – a word of warning	129

Contents

Using net communities	130
W-o-m: a public relations discipline?	131
PR futures debate	131
Personal checklist	131
Prelude to Chapter 8	132
8. Your networks	133
Personal sanctum	134
Professional sanctum	135
Inner circle	136
Outer circle	136
Membership	137
Judging the value of the membership networks	137
Structures within networks	138
The dynamics in networks	141
Shadow organizations	142
Sources of intelligence	144
Network audits	144
The power of partnerships	145
Outstanding public relations communicators build and use their networks	147
PR futures debate	148
Personal checklist	148
Prelude to Chapter 9	148
9. Managing your networking	149
What exactly is networking?	150
Some myths about networking	152
Strategies for networking	153
The more exactly you define your potential targets the easier it will be to find them	154
Characteristics of outstanding networkers	154
Making the contact: how to work the room	156
Breaking the ice	157
Exchange of contact information	157
Your powerful friend, your business card	159
Rapport: there's likeness at the end of the tunnel	159
Follow through	161
Keep a system	162
Maintain discipline	163
Buying in networkers	163
Is networking a formal marketing communications tool?	164
PR futures debate	165

Personal checklist	165
Prelude to Chapter 10	165
10. The power of context – managing the environment for your communications	167
Drivers – group think	169
Length of journey: the power of ‘half-steps’	170
Role of other memes	176
Socio-economic-political cycles	177
Communications are cumulative	178
Overview of the power of context: <i>Mein Kampf</i>	178
PR futures debate	180
Personal checklist	181
Prelude to Chapter 11	181
11. Bringing it all together	183
The Love Bug	183
Jesus Christ	185
The contrasting paramemes of the computer nerd and the Son of God	188
Personal brandcasting: dreams, memes and teams	190
Communications is more than just a press release, part 2: your personal mission	193
<i>The quick read – the jog</i>	195
<i>Glossary</i>	199
<i>Bibliography and further reading</i>	203
<i>Networking contacts of the author</i>	211
<i>Index</i>	215