



POWER OF VOICE: IMAGE & BRAND

Public Relations embodies the design, development, control & projection of an overall "impression of you, your products, your company - or the one you work for."

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Power of Voice in Public Relations

How You Relate to Your Public & How They Relate to You

- Public Relations has both a literal and a figurative function.
- The public's literal impression of you comes from a main idea, feeling, or opinion unconsciously formed from the evidence of one's values.
- Figuratively, Public Relations is how you relate to the public as a whole, as well as how the public sees you based on what you project.
- Public Relations embodies the design, development, control and projection of an overall "impression," that a person, organization, or product represents, conveys and disseminates to the public.
- Public Relations must be kept alive and growing with regular contact.
- In today's era, we must think of & manage a local to global public.

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Example Images that Demonstrate Why First Impressions Count!



- Who has more money?
- Who is smarter?
- Who would you trust?
- Who has executive experience?
- Who would you partner with
- Who would you purchase from?

The Risk of Conveying the Wrong Message

When Someone Meets You, They Also Internalize . . .

- Who is this person?
- Are they genuine?
- Can they back up what they say?
- Can I agree with their ideals or values?
- Will I be embarrassed by affiliating with them?
- How are they showing trust?
- What is my gain\loss risk?
- Who do I trust that also knows them?
- Should I bother to look them up or just leave them alone?

Image & Brand is a Code of Ethics

- The code of ethics imbued in your image and brand must apply to the needs of the public trust. Your image and brand must be designed to anticipate, accommodate and convey ethical responsibilities.
- Your image and brand by precedent, must be committed to ethical practices and avoid ethical challenges or impressions of misconduct.
- Public trust must serve the public good by showing you have the means and have taken on a special obligation to operate ethically.
- Your image and brand must be seen to serve the public interest by acting as a responsible advocate of products\services you represent.

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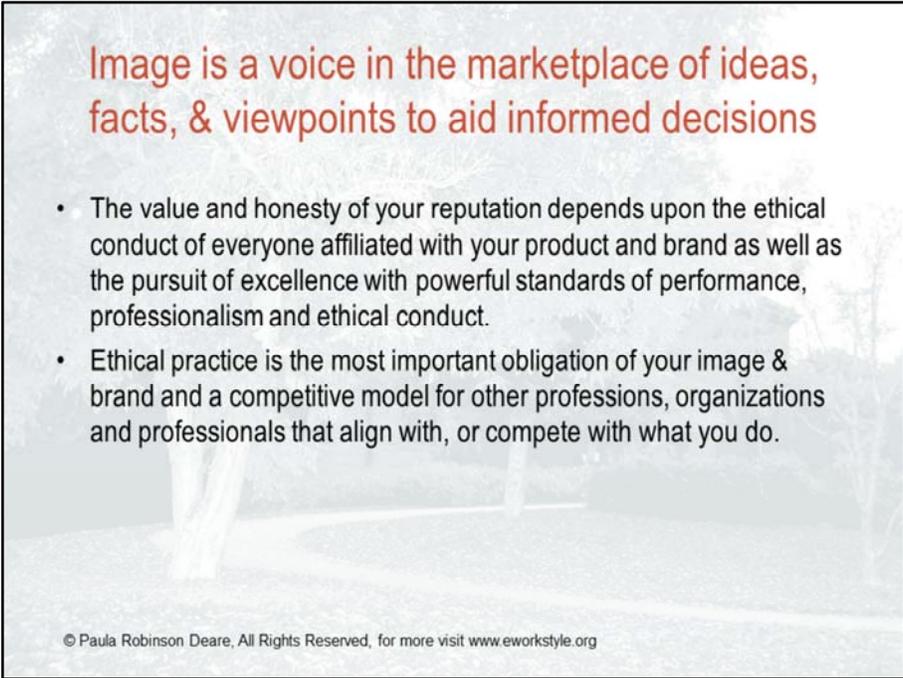


Image is a voice in the marketplace of ideas, facts, & viewpoints to aid informed decisions

- The value and honesty of your reputation depends upon the ethical conduct of everyone affiliated with your product and brand as well as the pursuit of excellence with powerful standards of performance, professionalism and ethical conduct.
- Ethical practice is the most important obligation of your image & brand and a competitive model for other professions, organizations and professionals that align with, or compete with what you do.

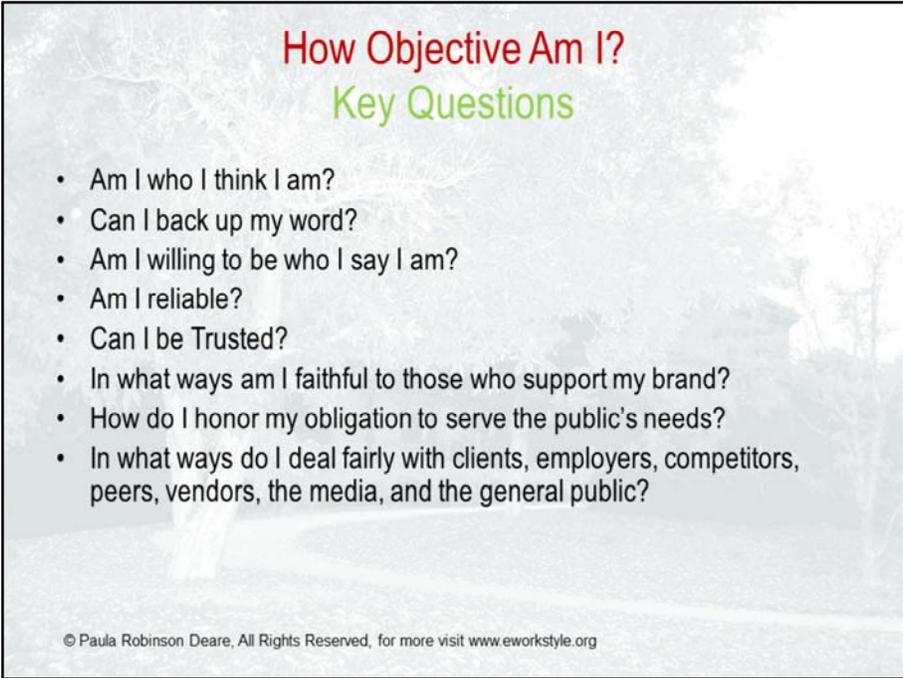
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Communicating with the public

Ask Yourself about Actionable Accountability

- Who\what is my audience\audiences?
- Can I expand my image into a product to meet their needs?
- Can my voice compete in the marketplace?
- Will people hire me for a job or contract?
- Can I back up my emerging reputation?
- What is my brand & how do I evaluate it?
- What is my specialized knowledge and experience?
- What are the highest standards of accuracy and truth in advancing the interests of those targeted as consumers\clients?
- How can I provide continued understanding and credibility?

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How Objective Am I?

Key Questions

- Am I who I think I am?
- Can I back up my word?
- Am I willing to be who I say I am?
- Am I reliable?
- Can I be Trusted?
- In what ways am I faithful to those who support my brand?
- How do I honor my obligation to serve the public's needs?
- In what ways do I deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public?

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Disclosure of Information

Service Questions That May Apply

- Do you respect all opinions and support the right of free expression?
- In what ways do you protect and advance the free flow of accurate and truthful information?
- How is the flow of basement to boardroom information exchange essential to serving the public interest?
- What policies are in place that contribute to informed decision making in a democratic society?
- What regulations and policies are in place to maintain the integrity of relationships with the media, government officials, and the public?
- What public surveys are used to aid informed decision-making?

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While Staying Competitive

In the fast paced world of aggressive competition

As you adapt and move quickly to meet demanding deadlines:

- Be honest and accurate in all communications.
- Improve & expand but make sure declare safe what you represent.
- Act promptly to correct erroneous communications.
- Investigate the truthfulness and accuracy of information released.
- Reveal the sponsors for causes and interests represented.
- Disclose financial interest, stock ownership, in a client's organization.
- Avoid deceptive practices.

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Adaptability & Competitive Intelligence

- Keep up with **Technological Progress**: Technology has revolutionized the way we live and work. From artificial intelligence to automation, digital transformation has disrupted various industries. To adapt to these changes, it is essential to upgrade your technological skills. Embracing new tools and software can enhance productivity, and efficiency, and open new opportunities for growth.
- **Embrace Lifelong Learning**: Upgrading skills and knowledge goes beyond professional growth - it fosters personal development. Lifelong learning helps individuals adapt to change, boosts creativity, and promotes personal fulfilment. It allows you to explore new interests, expand your ceiling and stay intellectually stimulated.

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Personal Branding *Beyond a Social Media Presence*

- The way you present yourself and your product, company, etc.
- A reflection of your professionalism and credibility.
- Being clear about what values and services you offer others.
- Helps others, understand your unique skills, products, services.
- Sets you apart from the competition.
- Attracts new business, networks & likeminded individuals.
- Genuine connections can be established.
- Provides a compass for your decisions and actions.
- Significantly reduces missed opportunities.
- Positions you for success, fulfillment & resilience in the market.

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