

PRSSA Chapter Presidents'

# Leadership Workshop

M. Larry Litwin, APR, Fellow PRSA

© 2008



It's called

# Leadership



⋮

# James Baker...

## Leadership

“Knowing what to do and then doing it.”



3

⋮



Go

*Phillies*

Go!!!



⋮



## Three types of Leaders

- Those who make it happen
- Those who let it happen
- Those who ask, “What happened?”



## Three types of Leaders

**Which one are you?**

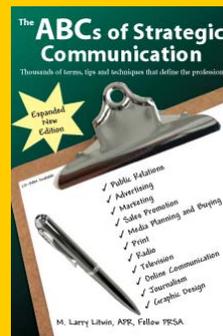
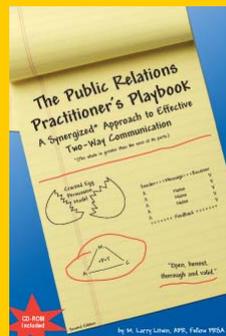


## Three types of Leaders

- Those who make it happen
- Those who let it happen
- Those who ask, “What happened?”



## Taken from...



⋮

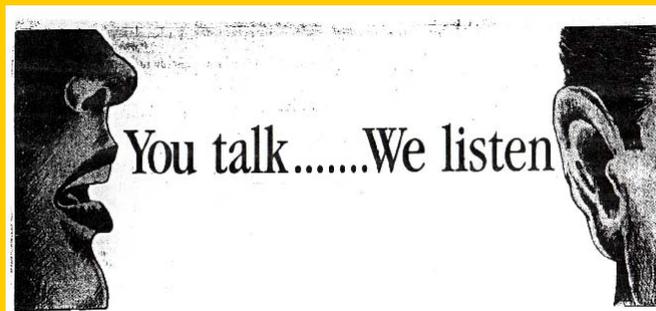
## PR Is...

- “This is who we are;
- What we think about ourselves;
- What we want to do; and
- Why we deserve your support.”



⋮

## Leaders are excellent *listeners*





## Riney Jordan...



## President Carter...

“Leaders whose messages are not changing (or reinforcing) behavior are not true leaders.”

⋮

## James Baker...

### Leadership

“Knowing what to do and then doing it.”



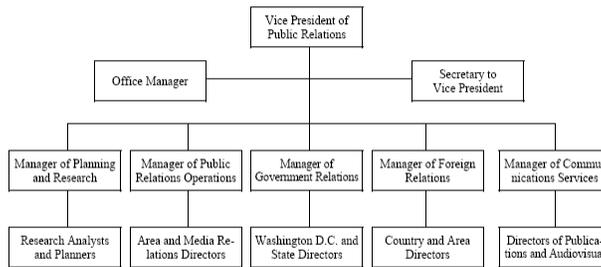
⋮

## So...what is a leader?

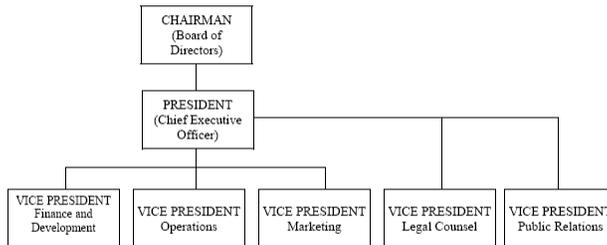
- ✓ Special Events
- ✓ Finance
- ✓ General Manager
- ✓ Public Relations
- ✓ Publications
- ✓ Student Firm
- ✓ Local Liaison
- ✓ National Liaison
- ✓ Recruitment
- ✓ Advocacy
- ✓ Historian/Alumni
- ✓ Webmaster



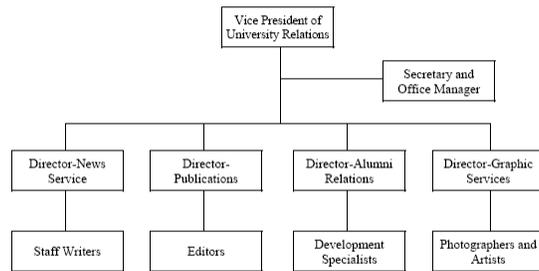
### Corporate Public Relations Department



### Line and Staff Organization Chart



## University Public Relations Department

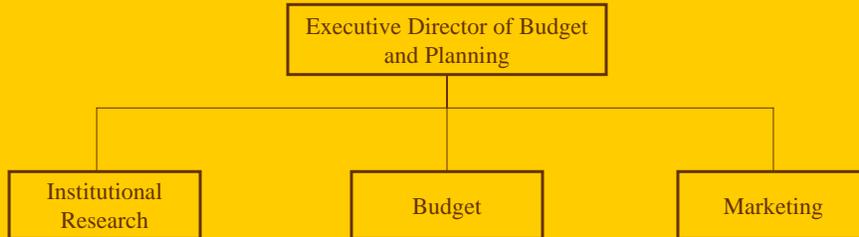


19

## Division of University Advancement



## Division of Budget and Planning



## Leadership is...

...Communication



# Communication is...

...Leadership



# Leadership is...

...a verbal skill



⋮

# Leadership is...

...an action skill



25

⋮

# Thomas Paine...

“Lead, follow or get out of the way.”



26

⋮

# Leadership is a...

...Leap



⋮

# “L” =

Love!



⋮

⋮

# LEAP

- Love

Rowan University 

29

⋮

# LEAP

- Love
- Energy

Rowan University 

30

⋮

# LEAP

- Love
- Energy
- Audacity

Rowan University  31

⋮

# LEAP

- Love
- Energy
- Audacity
- Proof

Rowan University  32

⋮

## Love

- Love the people you work with

(Not too much...just show *some* affection)

⋮

## Love

- Love the people you work with
- Love your role in the Chapter

## Love

- Love the people you work with
- Love your role in the Chapter
- Love Leadership

## Leaders...

### Cultivate *Love*

That love, passion and energy  
motivate the entire Chapter. That  
*motivation* can lead to a lasting legacy.

## Energy

- Challenges
- Obstacles
- Failure

All of these *generate* **Energy**



## Audacity

- A bold and blatant disregard for normal constraints
- Fearless – daring
- An *audacious leader* is:
  - Daring
  - Bold
  - Courageous



38



## Proof

The evidence or argument that compels the mind to accept an assertion as true. [Support your proof with research – the first step in the PR Process.]



39



## Leaders...

Even in the most challenging times:

**Never forget why you chose to *LEAD* your Chapter.**



40

⋮

## Leader Defined...

### Three criteria

- Title
- Charisma (Connectivity)
- Competence/Expertise  
(earned)
  - Plus...

⋮

## Plus...

- Courage
- Tenacity
- Perseverance
- Mental Toughness
- Responsibility (Willingness to accept it...willingness to change)

⋮

## Plus...

- Excellent Communicator
- Critical Thinker
- Curiosity (leads to being a...)
- Problem Solver
- Impact

⋮

## Plus...

- Enthusiasm
- Passion
- Vision

⋮

**Leaders accept...**

**Strategic Advisement**



⋮

**Because...**

**Strategic *Advisement***   
**Strategic *Leadership***



⋮

⋮

## Leaders must communicate...

- Loyalty
- Judgment
- Trust
- Ethics
- Integrity



⋮

## ABCs of Strategic Communication

- Anticipate
- Be Prepared
- Communicate Clearly, Concisely,  
Consistently, Calculatingly,  
Completely (Specifically and Simply)  
*Open, Honest, Thorough, Valid*



⋮

## Leadership Framework

- Control



⋮

## Leadership Framework

- Control
- Consistency



⋮

## Leadership Framework

- Control
- Consistency
- Campaign

⋮

## Leadership Framework

- **Control**
  - Preparation

⋮

## Leadership Framework

- **Control**
  - Preparation
  - Follow-up

⋮

## Leadership Framework

- **Control**
  - Preparation
  - Follow-up
  - Proactive

⋮

## Leadership Framework

- **Consistency**
  - Organization

⋮

## Leadership Framework

- **Consistency**
  - Organization
  - Repetition

⋮

## Leadership Framework

- **Campaign**
  - Planning/“Premeditated”

⋮

## Leadership Framework

- **Campaign**
  - Planning/“Premeditated”
  - Strategy/Timing

⋮

## Leadership Framework

- **Campaign**
  - Planning/“Premeditated”
  - Strategy/Timing
  - Measurable results

⋮

## Leadership Framework

- **Control**
  - Preparation
  - Follow-up
  - Proactive
- **Consistency**
  - Organization
  - Repetition
- **Campaign**
  - Planning/“Premeditated”
  - Strategy/Timing
  - Measurable results

⋮

# In the Eye of the Storm: Lessons in Leadership

A real life example of *Leadership*

From Les Hirsch – CEO  
Touro Infirmary  
New Orleans, Louisiana



IN THE EYE OF THE STORM: LESSONS IN LEADERSHIP FROM HURRICANE KATRINA

## Leadership

**Requires: Courage, Tenacity, Perseverance and  
Mental Toughness**

**Must make difficult decisions**

**Must be Inspirational and Create Hope, Optimism and  
Enthusiasm for the future**

**Never, Never, Never Give Up.....**



**Friday:  
September 2, 2005**



**“Retreat,...Hell...We’re just advancing in  
another direction”**

\* Quote From a US Army General in Korean War after being asked about withdrawal



**Know your Destination...  
and ALL roads will lead to it...**

**Failure Is Not An Option**



**Know Your Destination...**

**Hit the ground running – and – be sure you  
are going in the right direction!!!**

**But remember – It's the journey, *not* the  
destination.**



**It always takes a Great Team**

**Because – in the end – Failure Is Not An  
Option**



⋮

## So...what is a leader?

- ✓ Sacrifice
- ✓ Respect
- ✓ Desire
- ✓ Discipline
- ✓ Passion
- ✓ Commitment
- ✓ Focus
- ✓ Relationships
- ✓ Teamwork
- ✓ Impact
- ✓ Synergy



67

⋮



Go

*Phillies*

Go!!!



⋮

## Questions ???

M. Larry Litwin, APR, Fellow PRSA  
*[larry@larrylitwin.com](mailto:larry@larrylitwin.com)*  
*[www.larrylitwin.com](http://www.larrylitwin.com)*

© 2008



69