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How to Avoid the Guillotine And Other PR Tips for Boosting Your Career

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P R O M O T I N G E X C E L L E N C E I N G O V E R N M E N T



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Thinking Like a PR Person:

- Take Control of Our **Career Narrative**
- Create a Clear Impression of **Our Value**
- Ready for Career **Opportunity**



Telling Our Story, Self Promotion and the Ick Factor



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PR Tip #1: Be Known for Something

What's Your One Thing?



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“EAT FRESH”
Subway



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“THINK DIFFERENT”

- Apple



Think different.

“THE HAPPIEST PLACE
ON EARTH”

- Disney Parks



What's Your One Thing?



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PR Tip #2: Tell It & Sell It

Every Decision Promotes or Dilutes
Your One Thing



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How to Tell & Sell It:

- Look the Part
- Share
- Teach
- What Else?



Tracking with Me?



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PR Tip #3: GENERATE BUZZ

Get Others Talking



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*“There is only one thing worse in the world
than being talked about...*

And that’s not being talked about.”

– Oscar Wilde



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How to Generate Buzz:

- Build Relationships
- Identify Others Who Share Your One Thing
- Do Something Nice Just Because
- It Pays to Praise
- Turn Them Into Sponsors



The Ick Test

- Identify Your One Thing/Value
- Share It With Others
- Build Authentic Relationships
- Praise More
- Do Something Nice



It Makes You a...

GOOD HUMAN!



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Let's Stay In Touch!

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