

Teach Your Senior Management the Impact of PR

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The majority of people that read this column probably already realize the positive impact ongoing public relations efforts can have on your organization. But sometimes it's convincing others around you – especially those at a senior management level – of the power of PR.

So, where do you start in gaining the support and resources from your senior management? Here are some tips:

- Make senior management a part of the process. Most managers are thrilled to talk about a project or product on which they are working. Spotlight them in a press release or interviews to give them the recognition and help prove how their knowledge and role impacted the efforts.
- Align efforts with business strategy. Succinctly integrate your public relations efforts with the company's overall goals and develop ideas and activities that can specifically help meet those objectives. When management understands that public relations can help the organization meet the "big-picture" goals, they will be more convinced of its value.
- Show results. Nothing says success – and ensures future buy-in – than measurable results demonstrating that specific goals were achieved and/or the bottom line was positively affected through your efforts.

Don't get frustrated if at first you don't succeed in gaining the management's approval for your public relations initiatives; many may not have a formal training in this area. Your initial job is to help them gain a better understanding of the different aspects of PR and the impact it can have on your organization.