



7 8 Essential Skills Communicators Will Need to Thrive in 2014 and Beyond

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7 Essential Skills Communicators Will Need to Thrive in 2014 and Beyond

1. Know Your Numbers

- Know Your Company's Numbers
 - PR is a cost center, not a profit center. Learn how to contribute to the bottom line.
 - Not all positive press is created equal. Figure out what type of message your company/client needs to be successful and pitch those.
 - Not Helpful: Real Estate Stories, local hiring stories



The Guardian

[Amazon Says It Will Hire More Than 5000 Workers In US](#)

NPR - Jul 29, 2013

Amazon.com plans to **hire more** than 5,000 full-time **workers** for its warehouse and order-fulfillment centers, the retailing giant said Monday.

[Amazon announces plan to hire 5000 new workers ahead of Obama ...](#)

The Guardian - Jul 30, 2013

[Former employees surprised by Amazon's hiring announcement](#)

wtvr.com - Jul 29, 2013

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- Not all positive press is created equal. Figure out what type of message your company/client needs to be successful and pitch those.
 - Helpful: Health innovations, lowering health care costs

Los Angeles Times | ARTICLE COLLECTIONS

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Hospitals cut some surgery prices after CalPERS caps reimbursements

June 23, 2013 | By Chad Terhune

When the California Public Employees' Retirement System told its Anthem Blue Cross members it would pay only for hip replacement surgery, some patients shopped around for a cheaper hospital.

What may be more surprising is that about 40 higher-priced hospitals in the state cut their surgery prices significantly for patients. That response accounted for about 85% of the \$5.5 million CalPERS saved over two years, researchers say, with the rest of the savings coming from patients opting for lower-cost hospitals.

7 Essential Skills Communicators Will Need to Thrive in 2014 and Beyond

1. Know Your Numbers

- Know How to Use Big Data
 - Abacus → Calculators → Big Data



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1. Know Your Numbers

- Know How to Use Big Data
 - Find Newsworthy Insights
 - Everybody Has Data

DAILY NEWS

U.S

Anthony Weiner still hot with younger women, notching a 78% approval rating with females 18-26 in new poll

The survey of 18,231 women was conducted by the illicit dating website SeekingArrangement.com.

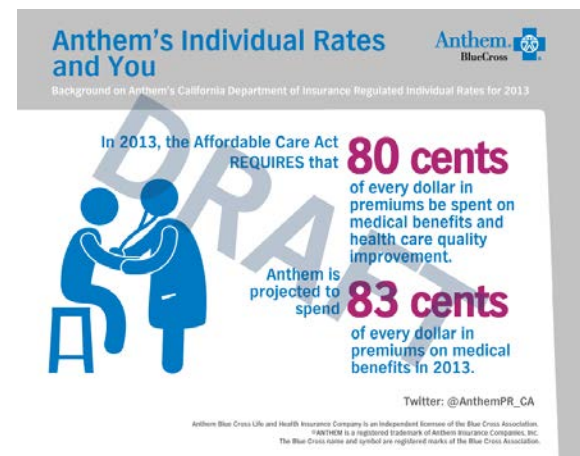
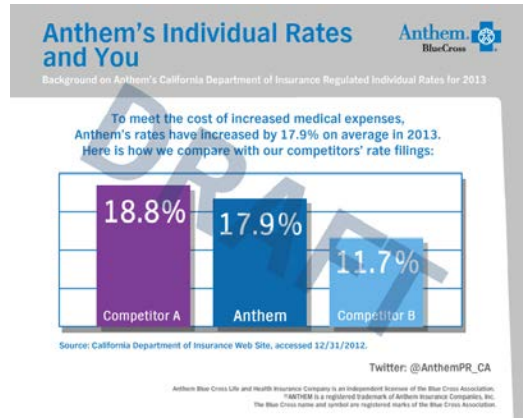
BY DAVID KNOWLES / NEW YORK DAILY NEWS

PUBLISHED: MONDAY, JULY 29, 2013, 2:39 PM

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1. Know Your Numbers

- Know How to Use Big Data
 - Tell A Better Story\Tweak Your Message



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2. Looking Around The Corner (Strategic Thinking)

- Play chess, not checkers.
- For every action, there's a reaction (although it may not be equal or opposite).
- Not all bad press is bad.
- What I expect from my team & firm.
 - **Bring New Ideas From Other Industries**

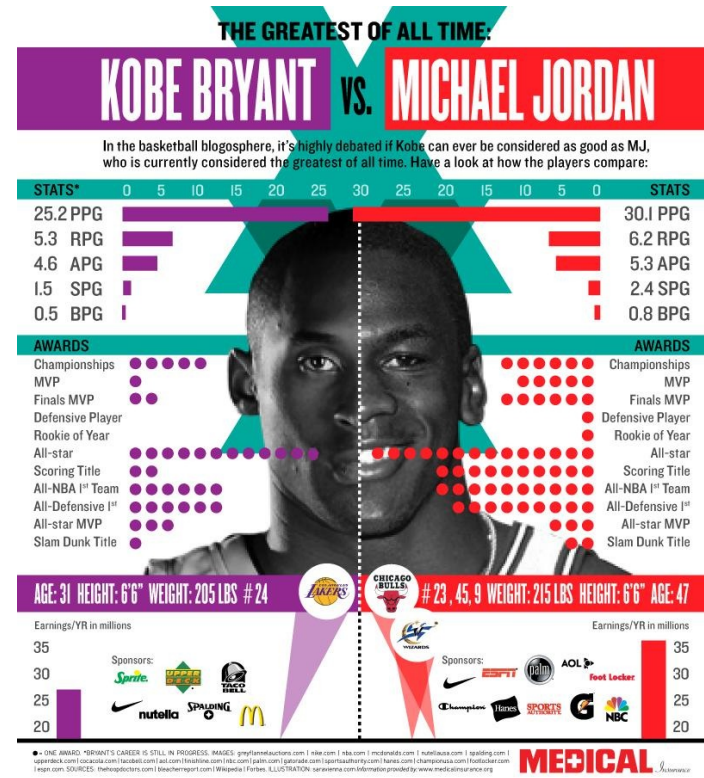
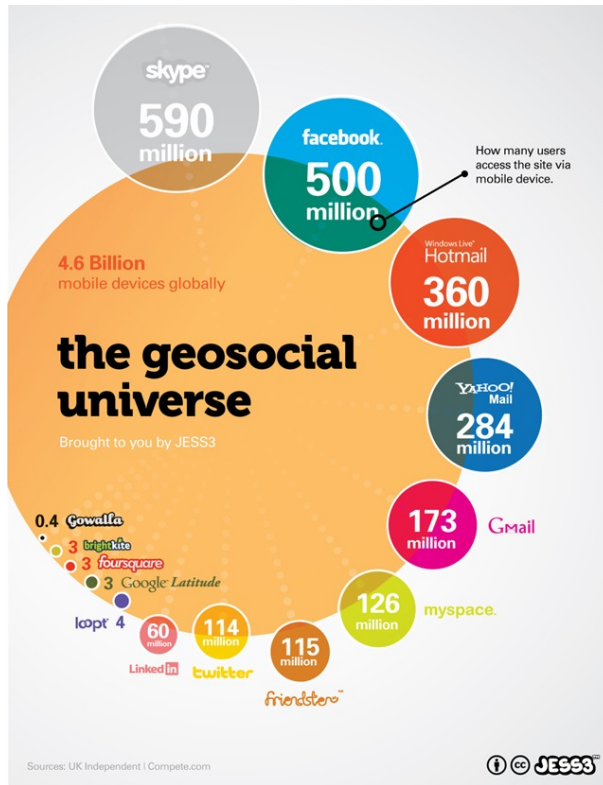
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3. Become a Master of Many Domains

- The line between Marketing, PR and Advertising has blurred.
- Content made for one medium (e.g. Vine video of charitable activity) can be repurposed easily for other purposes.
- Know how to use these tools and how to tell stories.
 - Written materials
 - Spoken word
 - Video, both live and animated
 - Infographics

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Infographics and Video are the storytelling media



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4. Most Important Skill: Writing

- Writing is still the most important skill.
 - Whether it's 140 characters or 140 pages, this skill will never go out of style.
 - Even more important as people move to mobile. Takes a great writer to communicate a thought in short bursts.
 - It's a rare skill that can only be mastered through constant use.

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