

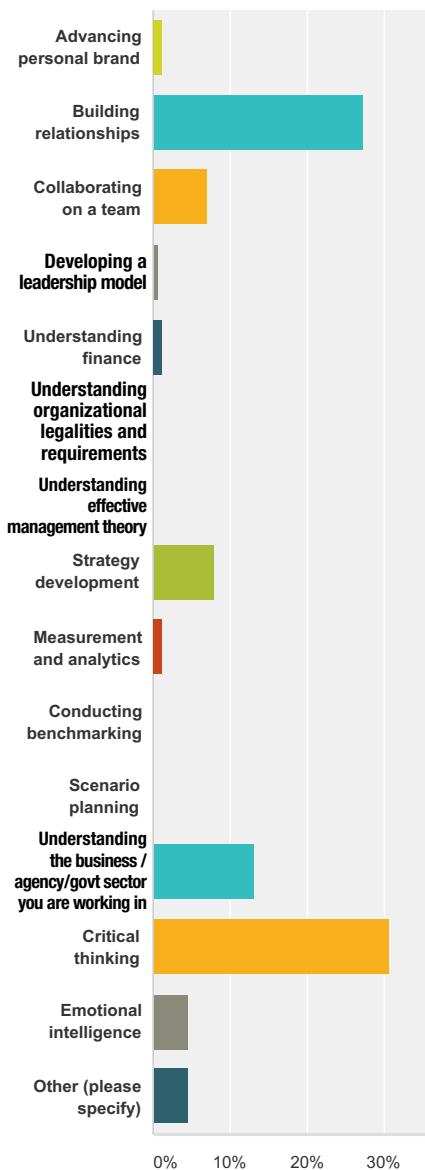
what skills had been most important to respondents' success, financial acumen was deemed unimportant.

4. Skills to Advance: When respondents were asked to select three skills that are most important for advancing to a senior leader-

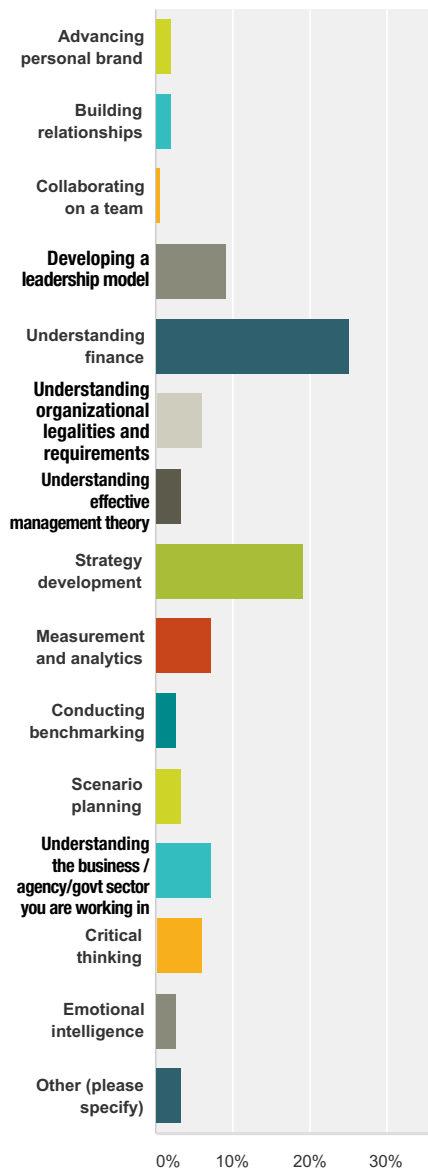
ship role in PR and communications, the percentages were large. The top vote getters: building relationships (64%), critical thinking (55%) and strategy development (54%). These three were markedly higher than the other responses, which included understanding the business sector (29%), emotional intelligence

Business Skills and PR

(A) Which skill/capability do you believe is most important to be successful when embarking on a career in comm/PR (other than communication skills)? (check one)



(B) Which factor do you believe PR/comms pros are least capable of when embarking on their careers? (check one)



(C) Which do you believe are the top three skills that are the most important in order to advance to a senior leadership role in the PR/communications practice?

