

## 9 WAYS PUBLIC RELATIONS CONTRIBUTES TO THE BOTTOM LINE – the non-financial indicators

| STRATEGY                                 | TACTICS  | OUTCOMES   |
|--|--|--|
| 1. <b>Awareness &amp; Information</b>    | Publicity, promotion, audience targeting   | Pave the way for sales, fund raising, stock offerings, et. al.   |
| 2. <b>Organizational Motivation</b>      | Internal relations & communications; OD interventions  | Build morale, teamwork, productivity, corporate culture; work toward One Clear Voice outreach                                    |
| 3. <b>Issue Anticipation</b>             | Research; liaison with all publics   | Early warning of issues, social-political change, constituency unrest  |
| 4. <b>Opportunity Identification</b>     | Interaction with internal & external audiences   | Discover new markets, services, products, methods, allies, positive issues   |
| 5. <b>Crisis Management</b>              | Respond to or blanket issues, disasters, attacks; coalition building   | Protect position, retain allies & constituents, keep normal operations going despite battles                                     |
| 6. <b>Overcoming Executive Isolation</b> | Counseling senior managers about what's really happening; research   | Realistic, competitive, enlightened decisions; knowledge of the human climate  |
| 7. <b>Change Agency</b>                  | OD, QWL, corporate culture, similar techniques; research   | Ease resistance to change, promote smooth transition, reassure affected constituencies   |
| 8. <b>Social Responsibility</b>          | Social accountancy, research, mount public interest projects & tie-ins; volunteerism, strategic philanthropy | Create reputation, enhance economic success through "double bottom line", earn trust, attract like-minded supporters & customers |
| 9. <b>Public Policy Activities</b>       | Constituency relations; coalition building, lobbying, grassroots campaigns                                   | Public consent to activities, products, policies; removal of political barriers  |