

# Leading The Public Relations Function

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- Leaders set clear direction.
- Leaders produce results by inspiring and motivating others.
- Leaders address issues important to the organization and are a catalyst for change and improvement.



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- A successful leader is able to adapt the style of his or her leadership while maintaining basic, core principles that sustain the organization.



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- Are your duties considered part of a line management function or a staff management function?
- Line management functions include product and profit-producing functions that increase the bottom line, such as marketing.



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- Staff management functions provide advice and counsel to those in line management positions.
- This means public relations professionals are in a position to more clearly direct and make decisions that affect the bottom line.



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Public relations can include some of the following line management functions:

- Anticipates, analyzes and interprets public opinion.
- Counsels management at all levels in the organization with regard to policy decisions or courses of action.



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- Researches, conducts and evaluates programs of action.
- Plans and implements the organization's efforts to influence or change public policy.
- Sets objectives, plans, budgets, recruits and trains staff.

