

INDEX

- Advertising Value Equivalency (AVE), 64–65
 - impact, 67
 - not suitable for measuring campaign results, 65–67
 - out-takes, 66
 - outcomes, 66
 - outputs, 66
- Aiken, Alex, 120–121
- Always free model, 32–33
- Artificial intelligence (AI), 9–10, 58, 143
 - anticipate and adapt to impact of technology, 141
 - areas of journalism, 129–130
 - essential steps, 143
 - existential flexibility as sign of leaders, 142–143
 - Kodak, 141–142
 - right technological tools in public relations, 130–135
 - Roger Hurni, 129–136
 - Sara Polak, 136–143
 - technology in communication, 129
- Augmented reality, 9–10
- Authentic communicator
 - phases of public relations and role in leadership, 5
 - steps, 12
 - Zelensky, 6–12
- Authentic organization, 117–118
- Automation, 9–10
- Bagnall, Richard, 58–59
- Barcelona Principles, 67
- Barcelona Principles 3.0, 67–70
- Bohemian approach, 145
- Brands, 13–16
 - activism, 77, 82
 - Melissa Waggener Zorkin, 13–14
- Business, 1
 - improvement, 149–150
 - planning, 149
- Campaign management, 150
- Capabilities and skills, 151
- CareerArc, 108–109
- Chaikin, Scott, 78–79
- Cloud Civilization, 136–140
- CO₂ measurement, 81
- Communications (*see also* Effective communication channels), 1, 5, 101
 - campaign measurement cycle, 60–61
 - professionals, 98, 155
 - strategies, 18
 - technology in, 129
 - useful tools to avoid communication fails, 119–120
- Company culture, 101, 123–124
- Confidentiality, 35–36
- Consultancy Management Standard (CMS), 146, 152
- Contemporary public relations, 156
- Content creation, 46, 132
- Cook, Fred, 94

- Cost, 72–74
- Courage, 6–7
- Coverage, 46
- Credibility, essential steps to lead through, 27–28
- Customer, 150–151
 - feedback, 150
- Czech market, 1
- Czech Public Relations Association (APRA), 11–12, 37
 - seven principles for tackling disinformation, 37–38
- Czech Republic, 1–2

- Data analyst, 132
- Data journalism, 132
- Data-driven storytelling, 49–50
- Delivering campaigns, 106
- Digital revolution, 30
- Digital transformation, 9–10
- Disruptive technologies, 141
- Diversity, equity and inclusion (DEI), 110, 111, 114
 - growing importance of, 114–115
 - work, 117–119
- Diversity and Inclusion Wheel for PR Practitioners*, 119
- Diversity in PR, 115–116
- ‘Doing good’, 82–83

- Effective communication channels
 - advantage, 50–55
 - data-driven storytelling, 49–50
 - essential steps to achieve leadership, 55–56
 - ingredients of compelling story, 46–48
 - PESO Model™, 52–54
 - storytelling, 42–43
- Employer branding, 105
 - drive retention and attraction, 108–110
- Environmental, social, governance (ESG), 78
 - commitment to, 80–81
- Evaluation, 46
- Existential flexibility as sign of leaders, 142–143
- Expensive news, 32–33

- Fear of finding out (FOFO), 65
- Financial systems, 150
- Flexibility, 123
- Future leaders engage with social issues, 95–96
- Future leadership position, 151

- Gaining insight, 45–46
- Gangoly, Juergen, 146–147
- Gen Y, 79
- Gen Zers, 42
- Generation Z, 50, 79, 111
- Generative Pre-Trained Transformer (ChatGPT), 132, 134–135
- Global COVID-19 pandemic, 3
- Google Trends platform, 131
- Government Communication Service (GCS), 122
- Great Reshuffle, 125–126

- Haiilo, 135–136
- Heliograph software, 132
- Helsinki Declaration, 35–37
- Holmes, Paul, 6–7
- Human as a Service, 135–136
- Human networks, 20–21
 - Matt Kucharski, 20–21
- Hurni, Roger, 129–136

- Image, 13, 19–20
- Inclusion, reasons to, 116–117
- Industry standards, 145
- Influencers, 50–51
- Integrity, 6
- International Association for the Measurement and Evaluation of Communication (AMEC), 63, 67

- International Communications
 - Consultancy
 - Organization (ICCO), 7–8, 15, 35–36, 146
- International relations, 1
- Introverts, 22–23
- Journalism
 - AI affect many areas of, 129–130
 - business, 35–38
 - essential steps, 38–39
 - ethical principles of public relations, 29–30
 - expensive news, 32–33
 - Juan Señor, 30–31
 - polarization and future role of owned media, 33–34
- Journalists, 29
- Key Performance Indicators (KPIs), 60
- Kodak, 141–142
- Kucharski, Matt, 20–21
- Lead generation, 70–71
- Leaders, 22–23
 - brand, 25–27
- Leadership, 2–3
 - best career development and inspiring, 120–121
 - communication, 149
 - phases of public relations and role in, 5
- Leadership dollar
 - AVE, 65–67
 - Barcelona Principles 3.0, 67–70
 - communication campaign measurement cycle, 60–61
 - cost *vs.* value, 72–74
 - essential steps, 74–75
 - evaluate campaigns and eliminate FOFO, 63–65
 - lead generation, 70–71
 - measure to earn money, 60
 - pricing according to value of PR, 71–72
 - Richard Bagnall, 58–59
 - setting right goals for campaign, 62
 - successful campaign, 62–63
 - Leigh, Rich, 102–104
- Listeners, 50–51
- Local managers, 1
- Long-term value, 96
- Machine learning, 136
- Manners, Crispin, 85–87
- Media analysis, 66
- Media channels, 41
- Media outlets, 55
- Media relations, 11
 - PESO Model™, 55
- Media relationships, 55
- Mendelow’s power-interest matrix, 19
- Millennials, 111
- Motorola, 107–108
- Net Promoter Score (NPS), 152–153
- Noble intentions and goals, 121
- Non-financial reporting (*see* Sustainability reporting)
- Objectivity, 35–36
- Online channels, 62
- Organizations, 145
 - brands, 13–16
 - essential steps to lead through credibility, 27–28
 - human networks, 20–21
 - image and reputation, 19–20
 - leader’s brand, 25–27
 - leaders, 22–23
 - Mendelow’s power-interest matrix, 19
 - personal branding, 24–25
 - purpose of, 77
 - reputation, 16–17

- reputation, image and personal branding, 13
 - stakeholders, 14, 16–18
- Out-takes, 66
- Outsource marketing, 1
- Owned media, 71
 - future role of, 33–34
- Paid media, earned media, shared media, owned media (PESO Model™), 29, 33–34, 52, 54
 - affects media relations, 55
 - communication model, 52
- Panglossian view of technology, 31
- People retention and attraction, 105–107
- Personal branding, 13, 22–25
- Polak, Sara, 136–143
- Polarization, 33–34, 94
 - Fred Cook, 94
 - of society, 33
- Pollack, Stefan, 42–43
- Portu, 73
- PRAM Consulting, 107
- Preciosa Lighting, 18
- Pricing according to value of PR, 71–72
- Principles for Responsible Investing (PRI), 78
- Professional communicators, 33, 94, 98, 101
- Professional ethics and education, 11–12
- PRovoke Media, 7–8
- PRWeek Hall of Femme, 15
- Public relations (PR), 1, 13, 41, 145, 155
 - agencies, 1–2
 - as discipline of leaders, 7–9
 - diversity in, 115–116
 - ethical principles, 29–30
 - figures, 3
 - phases of public relations and role in leadership, 5
 - PR 1.0, 9
 - PR 4.0, 9–10
 - pricing according to value of, 71–72
 - professional, 155–156
 - projects and campaigns, 146
 - right technological tools in, 130–135
 - robots, 147
 - social polarization as challenge for, 97–98
 - trends in PR measurement, 57
 - working with data, 10–11
- Purpose, 87, 94
 - anchor company's purpose in underlying human needs, 91
 - personal goals, 91
- Purpose-driven brand activism, masterclass of, 98
- Quality communications, 146–147
 - Juergen Gangoly, 146–147
 - processes, 148–153
- Quality management, 125, 151
- Quartz, 132
- Reputation, 16
 - image and, 19–20
 - real world picture, 16–17
- Reputational analysis, 17–18
- Research, 45
- Robotics, 9–10
- Señor, Juan, 30–31
- Social good, 97
- Social media, 62
- Social polarization as challenge for public relations, 97–98
- Specific, measurable, actionable, relevant, and time-bound goals (SMART goals), 67

- Spotify, 51
- Stakeholders, 14, 16–18
 - capitalism, 96
 - commitment to ESG, 80–81
 - in declaration of interdependence, 91–92
 - doing good, 82–83
 - essential steps, 100
 - future leaders engage with social issues, 95–96
 - polarization, 94
 - purpose-driven separate leaders, 85–87
 - right level of ambition, 92–93
 - social polarization as challenge for public relations, 97–98
 - sustainability, brand activism and purpose of organizations, 77
 - sustainability reporting, 83–85
- Stockholm Charter (2003), 35–36
- Storytelling, 41
 - campaign, 45–46
 - next generation, 42–43
 - Stefan Pollack, 42–43
 - way to customer’s heart, 44–45
- Sustainability, 77
 - Scott Chaikin, 78–79
- Sustainability reporting, 82–83, 85
- Talent management, 106
- Technological breakthroughs, 31
- Technological breakthroughs, 37
- Technology, anticipate and adapt to impact of, 141
- Technology in communication, 129
- Thought leadership, 70
- Ultra-transparency, age of, 85–86
- UN Global Compact, 78
- University of Southern California (USC), 34, 94
- Value, 72–74
- Value-based pricing model, 74
- Virtual reality, 9–10
- Wood & Company, 73
- Work-life balance, 123–125
- Workplace
 - best career development and inspiring leadership, 120–121
 - care, 122
 - diversity, equity and inclusion, 110, 114, 117, 119
 - diversity in PR, 115–116
 - employer brand drive retention and attraction, 108–110
 - employer branding, diversity, equity and inclusion and changing company culture, 101
 - essential steps, 126–127
 - Great Reshuffle, 125–126
 - growing importance of DEI, 114–115
 - Motorola, 107–108
 - people retention and attraction, 105–107
 - plan for people first company culture, 123–124
 - reasons to inclusion, 116–117
 - talent, 102–104
 - useful tools to avoid communication fails, 119–120
 - work-life balance, 124–125
- Worldcom Confidence Index, 86, 106
- Worldcom Public Relations Group, 2, 43–44
- Zelensky, 6–12
 - Paul Holmes, 6–7
 - PR as discipline of leaders, 7–9
- Zorkin, Melissa Waggener, 13–14