

INDEX

- Absolute basis, 108
- Accountability, 100
- Accounting, 106
- Accounts payable, 69
- Accounts receivable, 69
- American Advertising Federation (AAF), 179
- American Management Systems (AMS), 181
- Annual filings, 72
- Annual letter, 88–89, 94–95, 101
- Annual message, 94–95
- Annual report, 89, 93, 95, 99–101, 106–107
 - exercise, 100–103
- Asian American and Native American Pacific Islander-serving institutions (AANAPISIs), 47
- Ask, 78–79
- Assets, 66

- Balance sheet, 53–54, 65–67, 71–73, 113–114
 - exercise, 66, 69, 72, 75
- BBB Wise Giving Alliance, 71
- Bearish case, 82, 116–117, 121–122
- Big Board, The, 77
- Black, Indigenous, and people of color (BIPOC), 36
- Black Lives Matter (BLM), 135
- Board of directors, 87, 93, 95, 154, 159, 165
- Board of governors, 93, 162
- Board of regents, 93
- Board of trustees, 93, 162
- Board of visitors, 93
- Bondholders, 113
- Bonus, 168
- Book value (*see* Shareholders—equity)
- Bottom-line, 116
- Bullish case, 82, 116, 121–122
- Business acumen, 3–4, 27–28, 177, 179
 - continuing and professional education, 23–24
 - findings, 13–20
 - limitations and future research, 24–25
 - literature review, 4–10
 - method, 10–13
 - organizing and advancing body of knowledge, 21–22
 - presumed benefits, 20
 - professional, organizational, and societal benefits, 9–10
 - in public relations context, 7–9
 - public relations education and curriculum, 22–23
 - and public relations leadership, 5–7
 - ways to build, 181–186
- Business executives, 78
- Business literacy, 5, 22–23, 28
 - and DEI, 33–34, 47–48
 - expert panel, 35–36
 - in importance to profession, 29–30
 - leadership training and development, 48–49
 - limitations and future research, 49–50
 - literature review, 29–34
 - method, 34–37
 - procedure, 36–37
 - results, 37–45
 - teaching business literacy to future leaders, 45–47
 - training and development, 30–31, 33
- Business management skills, 4
- Business savvy communicators, 18
- Business strategy advisor, 109
- Business/economics competence, 5
- Businesswire, 114

- C-suite, 88, 120–121, 127, 152–154, 159, 162, 166, 180
- Calendar year, 105
- Capital markets, 77–78

- Capitalism, 127
- Carbon emissions, 102
- Career stages, 179–180
- Cash and cash equivalents, 67
- Cash flow statement, 53–54, 65–66
- Cause IQ, 60, 72, 160
- Central register, 99–100
- Chair of the board, 162
- Charitable organizations, 93, 98–100
- Charities, 93
- Charity Navigator, 60, 71–72, 160
- CharityWatch, 71
- Chief communications officer (CCO), 3, 28, 153–154, 162, 168
- Chief corporate affairs officer (CCAO), 153–154, 168
- Chief diversity officer (CDO), 136
- Chief executive officer (CEO), 55, 67, 87, 93, 113, 119, 152–153, 162, 168
 - exercise, 88–91
 - letter, 87–89, 95, 101, 107
- Chief financial officer (CFO), 55, 67, 119, 153, 162, 170
- Chief marketing officers (CMOs), 39, 153–154, 162, 168
- Civil Rights Act of 1964, 143
- Climate change, 102
- Commission on Public Relations Education (CPRE), 5, 29
- Communication, 27–28
 - knowledge management, 30
 - practitioners, 3
 - professionals, 3–4, 27, 78, 94
 - team, 103
- Corporate communication, 106
 - leaders, 28
 - teams, 54, 66, 87–88, 120, 128
- Corporate finance, 79
- Corporate giving, 128
- Corporate governance, 152–153, 159, 166–167
- Corporate social advocacy (CSA), 132
- Corporate social responsibility (CSR), 100, 127, 129, 136–137, 144
 - reporting, 127–128
- Corporate transparency, 100
- Corporate website, 152
- Corporations, 93
- COVID-19 pandemic, 135
- Current assets, 67
- Current liabilities, 67–68
- Customer success stories, 102–103
- Definitive proxy statement, 166
- Deliberate practice, 175
- Delphi consensus, 35
- Delphi method, 34–35
- Delphi panel technique, 4, 10
 - expert panel, 11–12
 - procedure, 12–13
- DiversifiedSearch, 178–179
- Diversity, equity, and inclusion (DEI), 33–34, 44, 47–48, 100, 102, 128, 135, 137, 143–145
- Diversity and inclusion (D&I), 135
- Dow 30, 66, 88, 106
- Earnings, 113, 124
- Earnings call, 115, 120–121
- Earnings guidance, 115, 121
- Earnings per share (EPS), 56–57, 80
- Earnings release, 55, 67, 78, 113–115, 121
- Earnings reports, 65–66, 77–78
- Earnings transcript, 120
- EEO-1 Component 1 report, 143, 145
- EEO-1 report, 136–137, 148
- Electronic Data Gathering, Analysis, and Retrieval (EDGAR), 39, 53, 65, 99, 105, 166
- Employee resource groups (ERGs), 44
- Employee volunteering, 127–128
- Enterprise value, 79
- Environmental, social, and governance (ESG), 44–45, 100, 127, 136–137, 144, 177
 - metrics, 127–128
 - ratings, 129
 - reporting standards, 129
- Equal Employment Opportunity Commission (EEOC), 136, 143
- Ethical orientation, 30
- Ethics policies, 154
- EURONEXT (Europe), 77
- European Union (EU), 99–100
- Exchange traded fund (ETF), 184–185
- Exec comp (*see* Executive compensation)
- Executive communication, 87–88, 94

- Executive compensation, 154–155, 170
- Executive director, 93
- Executive director letter, 93–94
 - exercise, 94–98
- Executive officers, 168
- Expense categories, 62
- Expert panel, 11–12, 35–36
- Expertise in social media, 5
- External assurance, 131
- FactSet CallStreet, 120
- Federal agency, 143
- Federal contractor designation, 145
 - 52-week range, 79
- Finance, 106
- Financial performance-related metrics, 90, 101–102
- Financial statements, 53, 65, 78, 99, 108–109, 113–114
- Financial valuation essentials, 77–78
 - exercise, 78–81
- Fiscal year, 105
- 5-point Likert-like scale, 37
- Form 10-K, 106–107
 - report, 99, 101
- Form 990, 60–61, 71, 73, 93–94, 99–100, 160–161
- Form DEF 14A, 165–166
- Form10-Q, 105, 107
- Forward-looking statements, 116, 122
- Frontline employee, 138
- Fund balances, 74–75
- GlobeNewswire, 114
- Governance, 154, 159
- Guidance, 115
- GuideStar, 71
- Hispanic-serving institutions (HSIs), 47
- Historically Black colleges and universities (HBCUs), 47
- HongKongStock Exchange, 77
- Human capital, 102
- Human resources (HR), 145
- Identity, 138–139
- Images, 87–88
- Impact, 128, 136
- Impact reports, 100
- Income statement, 53–55, 59–60, 65–66, 78, 113–114
 - exercise, 54, 57, 60, 63
- Independent directors, 162, 167
- Infographics, 87–88
- Institute for Public Relations (IPR), 35–36, 179
- Institutional investors, 106, 127, 143–144
- Internal Revenue Service (IRS), 59, 71, 93–94, 99–100, 160
- International Association of Business Communicators (IABC), 179
- Intersectionality, 138–139
- Investment analysts, 78
- Investment professionals, 78
- Investment research firms, 105
- Investor relations (IR) (*see also* Public relations (PR)), 54, 66, 88, 106, 113, 120
- Investors, 113, 119
- Japan Stock Exchange (Japan), 77
- Key organizational accomplishments and/or milestones, 95–96
- Knowledge, skills, and abilities (KSAs), 5–6
- Ladder up, 117, 123
- Leadership training and development, 48–49
- Legal, 106
- Legal proceedings, 108
- Lesbian, gay, bisexual, transgender, queer plus (LGBTQ+), 169–170
- Letter to shareholders, 87, 89, 107
- Liabilities, 66–68
- Lifelong learning and mindset of champions, 186–187
- Liquidity position of company, 68
- London Stock Exchange (UK), 77
- Management Discussion & Analysis (MD&A), 108
- Management proposals, 168–169
- Mandatory disclosures of financial statements, 72
- Market cap (*see* Market capitalization)
- Market capitalization, 79–80

- Marketable securities, 67
- Master's in Business Administration (MBA), 42, 179–180
- Material information, 151
- Merger or acquisition announcement, 120
- Message from leadership, 94
- Mid-career professionals and rising leaders, 180
- Money managers, 78
- National Association of Securities Dealers Automated Quotations (NASDAQ), 77, 88, 169–170
 - NASDAQ 100, 66, 106
- National Investor Relations Institute (NIRI), 183
- National Stock Exchange (India), 77
- National Student Advertising Competition (NSAC), 179
- Net cash, 68
- Net income, 56
 - net income/profits, 101–102
- Net profit margin, 56
- Net worth, 66–67, 73
- New graduates and young professionals, 179–180
- New York Stock Exchange (NYSE), 77, 169–170
- News media, 143–144
- Noncurrent assets, 67
- Noncurrent liabilities, 67–68
- Nonprofit organization (NPO), 59–61, 73, 93, 99–100, 159
- Nonprofits, 93
- Nonwhite executives, 146
- Operating expenses, 55–56
- Operating income, 56
- Operating profit margin, 56
- Oracle of Delphi, 10, 34–35
- Organization's leadership, 96
- Organizational benefits, 19
- Organizational governance, 152–153, 159, 161, 166–167
- Organizational leadership, 152
- Organizational performance metrics, 96
- Page, 35–36
- Page Center for Integrity in Public Communications, 35–36
- Pay equity, 139
- Pay-versus-performance, 170
- Peer group, 78
- Philanthropy, 127–128
- Plank Center for Leadership in Public Relations, 30, 35–36
- Planning expertise, 5
- PR Newswire, 114
- President, 93
- Price-to-earnings ratio (P/E ratio), 80
- Price/earnings-to-growth ratio (PEG ratio), 81
- Private companies, 99–101, 151–152, 155
- Private sector, 143
- Pro Publica, 60, 72, 160
- Problem solving ability, 5
- Professional benefits, 19
- Profit and loss statement (P&L statement), 22, 54–55, 61–63
- Proxy, 165–166
- Proxy card, 165–166
- Proxy season, 165
- Proxy statement, 152–153, 165–167, 169
- PRSA Foundation, 35–36
- Public companies, 78–79, 119–120, 151, 165–166
 - filings, 53, 65
- Public pension funds, 143–144
- Public relations (PR), 3–4, 27
 - education and curriculum, 22–23
 - educators, 28
 - leadership, 5–7
- Public Relations Student Society of America (PRSSA), 179
- Purposeful practice (*see* Deliberate practice)
- Q&A portion of earnings call, 122
- Quarterly conference call, 119
- Quarterly earnings release, 115, 121
- Quarterly earnings report, 99, 105–106
- Quarterly financial statements, 53–54, 65–66
- Registered public accounting firm, 108–109

- Relationship building, 30
- Relative basis, 108
- Reports, 136
- Representation, 138
- Research ability, 5
- Revenue, 62
 - less expenses, 62
 - revenue/sales, 101–102
- Risk factors, 107–108
- Russell 1000, 128

- S&P 500 index, 66, 80–81, 88, 106, 128
- Science Based Targets (SBTi), 129–130
- Securities and Exchange Commission (SEC), 160
- Seeking Alpha, 120
- Self-dynamics, 30
- Senior corporate communications
 - leaders, 8–9, 31
- Senior leaders, 180
- Shanghai Stock Exchange (China), 77
- Shareholders, 113, 165–166
 - equity, 66, 68–69
 - letter, 88
- Shares outstanding, 79–80
- Shenzhen Stock Exchange (China), 77
- Social impact, 128, 136, 144
- Social justice, 135
- Social responsibility, 128
- Socially responsible investing (SRI), 143–144
- Societal benefits, 19–20
- Stakeholders, 113, 127–128, 151–152, 159
 - capitalism, 127, 144
 - groups, 143–144
- Stock chart, 82
- Stock exchanges, 77, 105
- Stock indices, 108
- Stock price, 79, 108
- Stock ticker symbol, 82
- Strategic communication students, 179
- Strategic communicator, 90, 97, 122–123
- Strategic decision-making, 6–7, 30, 177
- Strategic management function, 3–4, 27
- Supply chain, 138
- Sustainability, 102, 128, 136
- Sustainable “bottom-line” profits for shareholders, 127
- Sustainable Development Goals (SDGs), 128–129

- Tax-exempt status, 71–72, 160
- Team collaboration, 30
- 10-K annual report, 106
- 10-K filing, 106
- 10-K wrap, 106–107
- 10,000 Hour Rule, The, 175
- Term debt, 68
- Thomson StreetEvents, 120
- Top-line, 61–62, 115–116
- Total assets, 73–74
- Total liabilities, 67–68, 74
- Total net assets, 74–75
- Transparency, 99–100
- Treasury, 106
- “Triple bottom-line” approach, 127

- United Nations (UN), 128–129
- US nonprofit and charitable organizations, 93–94
- US public companies, 53, 65–66, 71, 99, 105, 113
- US Securities and Exchange Commission (SEC), 39, 53, 59–60, 65, 71–72, 99, 105, 151, 165

- Valuation, 78–79
- Videos, 87–88

- Whistleblower policy, 161
- White executives, 146
- Woke capitalism, 128, 132, 144
- Writing skills, 5

- Year-over-year (YoY), 108