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HOW TO BE A GREAT PR PROFESSIONAL

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The background features a white central area with red geometric shapes, including triangles and polygons, in the corners and along the sides, creating a modern, abstract design.

10 Core Competences +3Attributes

1. GOOD WRITING SKILL



“Of all those arts in which the wise excel, nature's chief masterpiece is writing well.”-Andre Breton, French Poet

1. None can tell the story of our organization better than us.
2. We should be able to capture the thoughts of the leadership of the organization and clearly elucidate on the company philosophy, the vision and mission
3. How can we even judge a story, if we cannot write a good story?

2. GOOD SPEAKING SKILL



There's power in the spoken word!

1. If not why are you called Spokesperson?
2. You must eloquently defend your organization
3. Images and mental pictures are best painted in eloquence

3. GOOD INTERPERSONAL SKILL



If you do not have a likeable personality, you will not be able to sell your organization internally and externally. This is where TRUST actually starts.

4. GOOD ANALYTICAL SKILL



The time has passed when you only report what you are told or “briefed”. You are part of the team and you must be able to understand the subject matter. So, if you’re in telecoms, you must speak the language and understand the issues. Ditto Construction, Manufacturing, Oil, Agriculture, even Witchcraft...!
You must be able to dissect and dimension the issues appertaining to your business/industry.

5. GOOD MEDIA CONTACTS



This is a no-brainer. This is also why most organizations go for journalists rather than PR professionals. They believe they know their colleagues. Sometimes media/journalism experience is added advantage. Still, you need to build a broad and deep contact in the media. Not just contact, but dependable contacts
I remember my big brother, the late Livi Ajuonuma...!

6. GOOD PUBLIC & PRIVATE SECTOR CONTACTS



Your organization expects you to know everybody that is somebody, recognize them and have their contacts. If you're not born into a highly connected family or didn't go to a good school, then you must make the effort. Make friends with those who did. Also go out of your way to cultivate these contacts.

7. GOOD SOCIAL SKILLS



You should know what's up. You cannot be found wanting in important guests lists. You must be at high-profile events so you can network and build your contacts and also build your CLOUT. Be careful, though, not to be perceived as OWAMBE man or woman. BE careful where you want to be photographed.

8. GOOD COMPUTER & FINANCE SKILLS



Basic Word, PowerPoint and Excel Skills are MANDATORY. The era of PAs are gone forever. You don't even want someone to see your drafts, especially if they are of the confidential kind-as we often have to deal with.

PR no longer just words. There are figures involved in developing our budgets and accounting for expenses. We should also be numerate enough to understand and explain our organization's financial performance-and defend it.

9. GOOD SOCIAL MEDIA SKILLS



Just get social. Enough said!

10. GOOD CRISIS MGT. & MEDIATION MEDIA SKILLS



Even when management hides information from you, they will run to you when there is trouble. Ever experienced your boss or employer literally confessing to you and calling you SIR? You must have the capacity, the contact, the skills, knowledge and experience to get your organization out of trouble or with minor injuries.

+1. EMOTIONAL INTELLIGENCE



Emotional Intelligence, according to Talent Smart, is that “something” in us that is intangible. It is your “ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.”

Personal competence is made up of your self-awareness and self-management skills, which focus more on you individually than on your interactions with other people. It is your ability to stay aware of your emotions and manage your behavior and tendencies

“Social competence is made up of your social awareness and relationship management skills. It is your ability to understand other people’s moods, behavior, and motives in order to improve the quality of your relationships.

+2. PRUDENCE



Prudence means generally being cautious, careful, restrained or slow to talk and act.

“The wisdom of the prudent is to discern his way” (Proverbs 13:8a).

Prudence is a by-product of wisdom, that sense of discernment which makes you look very well before you leap or not leap.

Sometimes, it is better to say nothing at all than to say just anything.

+3. COURAGE



Courage, in this case, signifies boldness, audacity, daring or fearlessness. A professional must not only stand up for his or her profession but stand by his or words and actions. This is usually possible when you have the necessary knowledge and strong character to back your position.

It is **Dutch Courage**, when you are not strong or fortified with sound understanding and compelling arguments. If you have integrity challenges, you may not be courageous enough to take on vested interests, which exist in every organization.

That said you must have high EQ to discern when to fight for or back off or back down from a position you strongly believe in. Remember the First of the 48 Laws of Power by Robert Greene?

A WAKE-UP CALL



- 1. it's about time we completely professionalize PR Practice**
- 2. It's about time we REGULATE the practice.**
- 3. It's about time we begin to share more knowledge and experience, mentor young professionals and make a good marks and good money to inspire people into our profession. How many PR practitioners have written books or own Rolls Royces?**

ANY QUESTIONS?



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Thank You