

Central Bank of India

ABC

of

Public Relations

the art of getting along with other people

# What is *Public Relations* ?

It's what the public **THINKS**  
about a person or **ORGANIZATION**

Yes	Is she polite ?	No
Yes	Does he do a good job ?	No
Yes	Is he interested in me ?	No

**I Like  
Him**



**I Dislike  
Him**



**EVERYONE**

has public relations –good or bad  
whether they like it or not !

**Planned** public relations is  
simply putting your BEST FOOT  
forward

by your  
**Attitude**  
towards yourself and others

by your  
**Knowledge**  
of your subject to help others



By your  
**Skill**



in communicating to others

*Remember*

**PR** always starts with you ..

Most important is your attitude  
towards yourself

## 6 way to test your PR attitude

1 Have you the desire to learn and to help others ?

2 Do you express ENTHUSIASM when you talk with others ?

3 Are you willing to change, experiment, try new ideas be flexible ?



4 Are you willing to work to discipline your thoughts and efforts to get things done ?

5 Do you want to GROW to do a bit more than is expected of you ?

6 Have you a sense of humor so you don't take yourself too seriously, or think you know too much and can get fun out of work ?

----- and *towards others*



1

Are you really  
interested in others  
and their purposes  
and problems ?

2

Do you try to  
understand others  
point of view .... How  
and why they feel,  
think, look and act as  
they do ?

----- and *towards others*

3



**Are you willing to  
LISTEN and LEARN  
from others ?**

"Courage is what it takes to stand up  
and speak. Courage is also what it  
takes to sit down and listen"  
— Winston Churchill

4



**Do you understand the  
importance of  
TEAMWORK- of  
working together for a  
big GOAL of helping  
and not criticizing ?**

# Do you Know your Subject ?

It's important to know the big picture first

## *The Organization*

---

It's **purpose** (ideals, mission)

It's **principles** (standards, etc)

It's **program** (what does it do)

It's **people** (who's who and what's what)





**Then ....**

**Do you keep  
INFORMED on  
what is going on**



**So you can help  
others keep up to  
date**

**Then ....**

**Do you know your  
own role in the  
big *picture***



**So you can work  
with others most  
effectively**

**Then ....**

**Do you know your  
job ?**



**So you can work  
at top efficiency in  
getting things  
done ?**

**Then ....**

**Are you getting  
ready for a bigger  
job tomorrow ?**



**Are you preparing  
yourself for more  
responsibility ?**

Your Public Relations depends on  
your skill in *communication*

- *Is everybody listening ?*
- *Do they believe what you say ?*
- *Do they respect and like you and your organization ?*
- *In other words .... Is your message getting across ?*



To communicate you must  
be ***courteous***

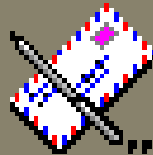
**PROMPT**



In keeping appointment



In calling back on the telephone



In answering letters

To communicate you must  
be *courteous*



Respect rights of others by going through channels

Think how you would feel if someone bypassed you

Follow through to complete work and acknowledge help from others

**Thanks  
for your  
help**



To communicate you must  
be *courteous*



Be considerate of the time of others

Don't talk too long

Don't interrupt when others talk



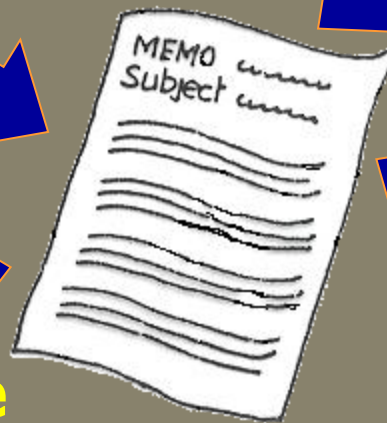
-- - and to communicate, you must also be *clear* so people can Understand your message

It is accurate ?  
Have you covered  
all the facts ?

Does it identify ?  
Who are you ?  
What is your title ?

Is it brief ?  
Have you got ride  
of excess words ?

Is it simple ?  
Have you used words  
that everyone  
understands ?



**Take time to be clear**

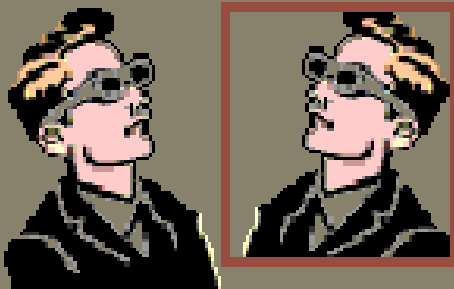
--and finally to communicate you must

**BE KIND and FRIENDLY**

so people will like you and believe what you say

some ways to develop **FRIENDLINESS**

**BE YOURSELF**



Be natural,  
don't put on airs....  
But ...put yourself in their  
shoes to understand Them

**LISTEN A LOT...**



A good listener is a  
friend indeed  
But ...learn to direct  
the conversation  
along constructive  
times....

--and finally to communicate you must

**BE KIND and FRIENDLY**

so people will like you and believe what you say

some ways to develop **FRIENDLINESS**

**GIVE PRAISE**



Look for things to praise in others....

But ...be sincere about it

**SMILE A LOT**



Get some fun out of your work,  
develop your sense of humor,  
but... don't make fun of others

**ONE WAY TO TEST YOURSELF**

Can you say 'NO' to people and still leave a **FRIENDLY** impression

So...make **COURTESY \_ CLARITY** and **KINDNESS**  
**BASIC PARTS OF YOUR PUBLIC RELATIONS**  
whether your  
**COMMUNICATIONS** are

**WRITTEN**



**SPOKEN**

TELEPHONE



SPEECHES



SMALL GROUP



FACE TO FACE



So...make **COURTESY \_ CLARITY** and **KINDNESS**  
**BASIC PARTS OF YOUR PUBLIC RELATIONS**  
whether your  
**COMMUNICATIONS** are

**JUST THE WAY  
YOU LOOK**

or Unwritten  
and Unspoken



**Appearance**  
**dress or uniform**  
**actions,**  
**habits,**  
**manners**

# Remember That **EVERY PERSON**

...is an individual  
in his own right

...has a right to  
Express his own  
**ATTITUDES** and  
**OPINIONS**



...is entitled to  
**RESPECT** for his  
**DIGNITY**

...has a right to  
make his own  
**DECISIONS**

**YOUR JOB IS TO  
IDENTIFY YOUR MESSAGE with HIS PURPOSES**

**That is the key to  
(COMMUNICATIONS)**



**Who Like**

- 1. A job well done**
- 2. People who are polite**
- 3. A friendly SMILE**

## **Who Dislike**

- 1. A job poorly done**
- 2. People who are rude**
- 3. A "SOURPUSS"**

**The "PUBLIC"**  
**(Like INDIVIDUALS)**  
**is SENSITIVE...**  
**it can change its**  
**ATTITUDE quickly**





**AN  
ORGANIZATION**  
is likewise made up of a lot of ...  
**INDIVIDUALS**





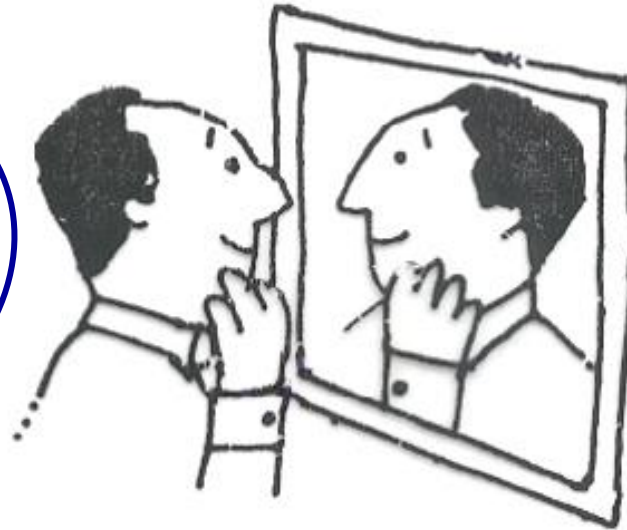
and the public  
each individual member of the ORGANIZATION  
is the

**ORGANIZATION**

**SO ...**

**if you are a member of an**

**ORGANIZATION**



**You are its Ambassador**

**"in charge of Public Relations**

**and what the public " think of it ...**

**is up to you**

**And finally –**

**Success is not a matter of being the best and winning the race. Success is a matter of handling the worst and completing the race**

Thank You

