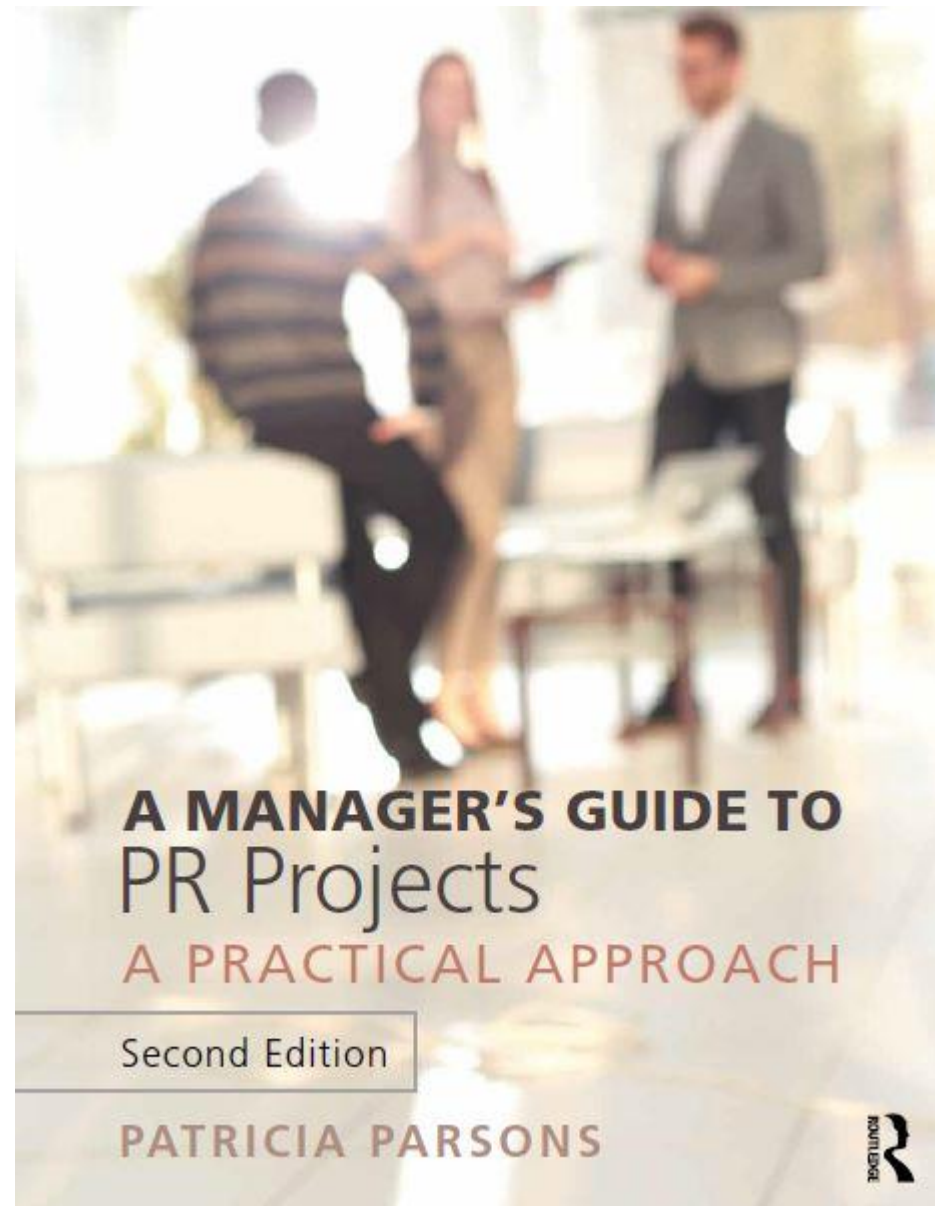


The following slide presentation is designed to accompany the workbook “*A Manager’s Guide to PR Projects: A Practical Approach*” 2nd edition

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PART 4

THE “IMPLEMENTATION” PHASE



WHAT THIS SECTION COVERS...

- Managerial elements of planning the implementation of the PR plan
- Planning for financial management
- Planning time management
- Planning quality control management



REVISITING IMPORTANT MANAGERIAL CONCEPTS

MANAGERIAL ELEMENTS OF IMPLEMENTATION

MANAGING THE IMPLEMENTATION PHASE: REVISITING THE CONCEPT OF “MANAGEMENT”

- Management is a process.
- Management involves and concentrates on reaching the organization’s goals.
- Management involves working with and through people.
- Management involves working with and through organizational resources.

THE DIFFERENCE BETWEEN MANAGEMENT & LEADERSHIP

Management

- Focuses on day-to-day accomplishment of organization activities that move it in the direction of pre-determined goals

Leadership

- The force that determine the organization's overall direction and ultimate goals

MANAGERIAL ELEMENTS OF IMPLEMENTING PR PLANS



Money management



Time management

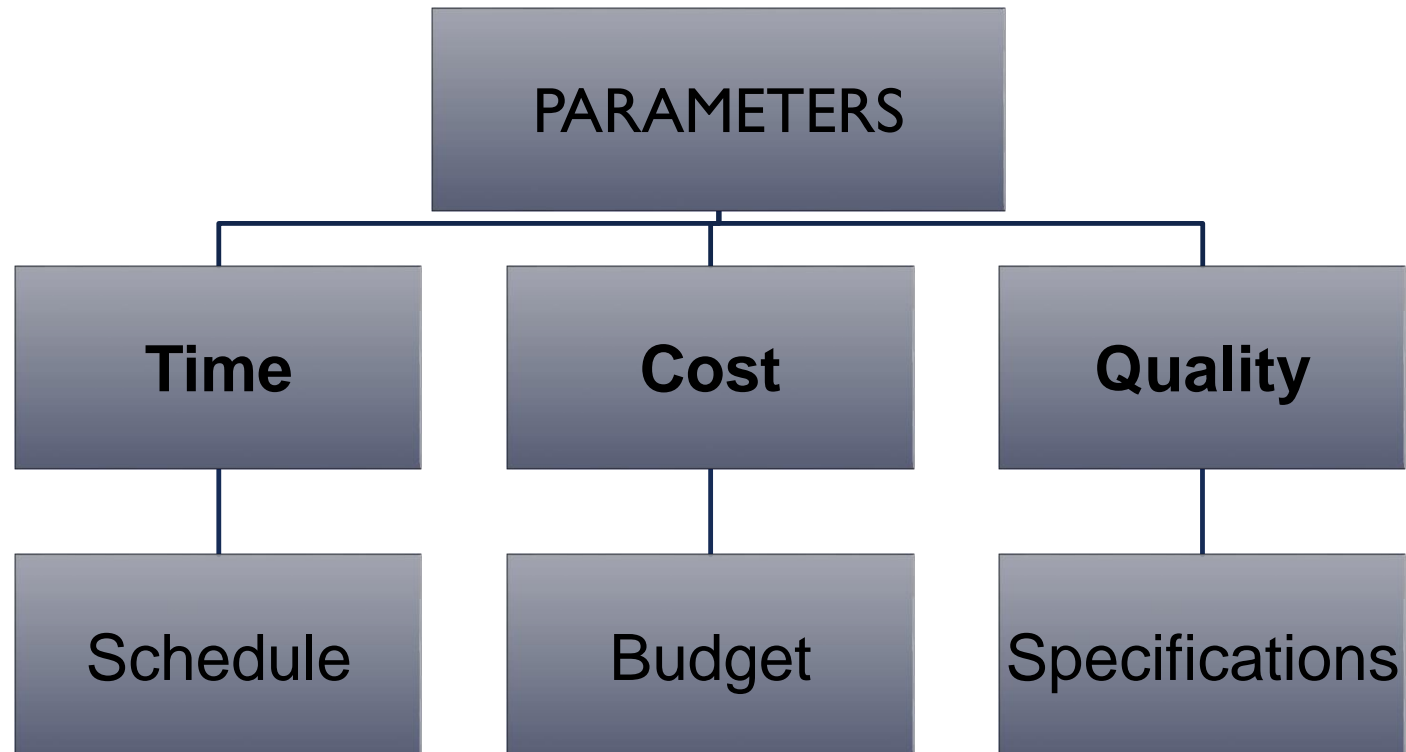


Quality control management



Human resource management

REVISITING MANAGERIAL PARAMETERS





MANAGING FINANCIAL RESOURCES

BUDGETS AS MANAGEMENT TOOLS

MANAGING A PROJECT'S MONEY: UNDERSTANDING BUDGETS



A PR BUDGET is a financial plan for allocating specific sums of money to specific activities required for the achievement of the objectives.

A budget is a planning tool

A budget is a measurement tool

TYPES OF PR BUDGETS



A Program Budget

- Allocates financial resources to programs and to activities required by programs

A Line Item Budget

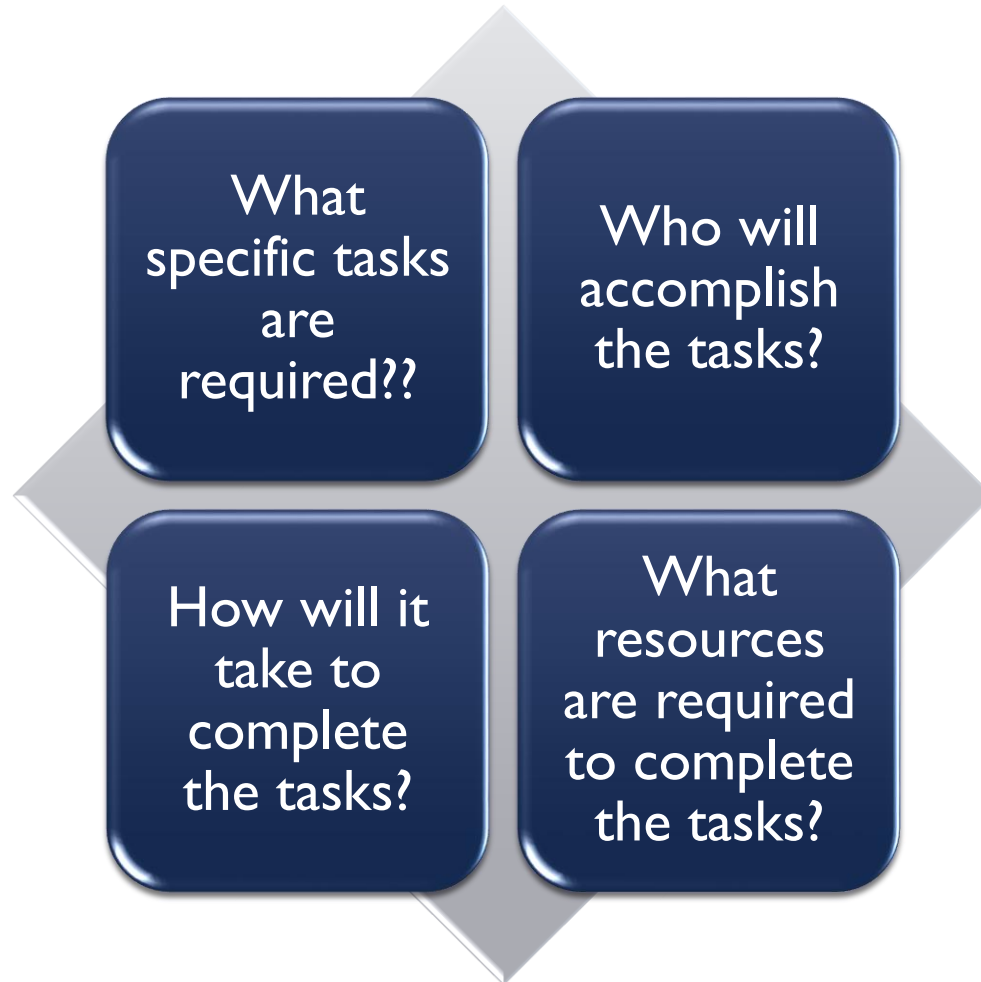
- Allocates amounts to line items such as printing, office services, advertising etc.

PURPOSES OF THE PR BUDGET



- Provide a financial statement of objectives, tasks & priorities
- Provide an additional means of communication
- Provide a means of controlling & monitoring PR activities

HOW TO DEVELOP THE BUDGET





TIME MANAGEMENT

DEADLINES & TOOLS

CONTROLLING TIME



Why do so many people seem to have difficulty managing their time?

- They don't know how
- They're too lazy to plan
- They enjoy that rush of meeting tight deadlines
- They enjoy managing crises

TYPICAL TIME MANAGEMENT TOOLS

The “to-do” laundry list

The prioritized “to-do” list

Time estimates

Delegation

Gantt & other charts

TIME MANAGEMENT MATRIX

	URGENT	NOT URGENT
IMPORTANT	Crises, pressing problems, deadline-driven projects	Recognizing new opportunities, planning
NOT IMPORTANT	Interruptions, some mail, some phone calls, some meetings	Trivia, busy work, some mail, chit chat, e-mail

THE BEAUTY OF A SIMPLE GANTT CHART





MAINTAINING QUALITY CONTROL

ENSURING QUALITY IMPLEMENTATION

ON-GOING MEASURES OF PR PROJECT QUALITY



- Consistency
- Reliability
- Accuracy
- Congruence
- Honesty

THE RIGHT PERSON FOR THE RIGHT JOB: DELEGATION



DELEGATION is entrusting another individual with the authority to make decisions about and carry out a specific activity. Delegation is usually from one level on the organizational chart to a lower one.

STEPS TO SUCCESSFUL DELEGATION



Decide what tasks to delegate

Decide to whom you will delegate each task

Delegate a complete job if possible

Ensure a reasonable understanding of the reason for the task and expected results

Let it go!