

# Back to Better: How to Own 2021 Like a Boss

Patrice Guilfoyle, APR  
2021 PRAM State President

# 2020 was exhausting

## How it started



## How's it going



# Four Key Lessons from 2020

Take a closer look





# Transparency and honesty are

- ▶ essential.

Lesson 1

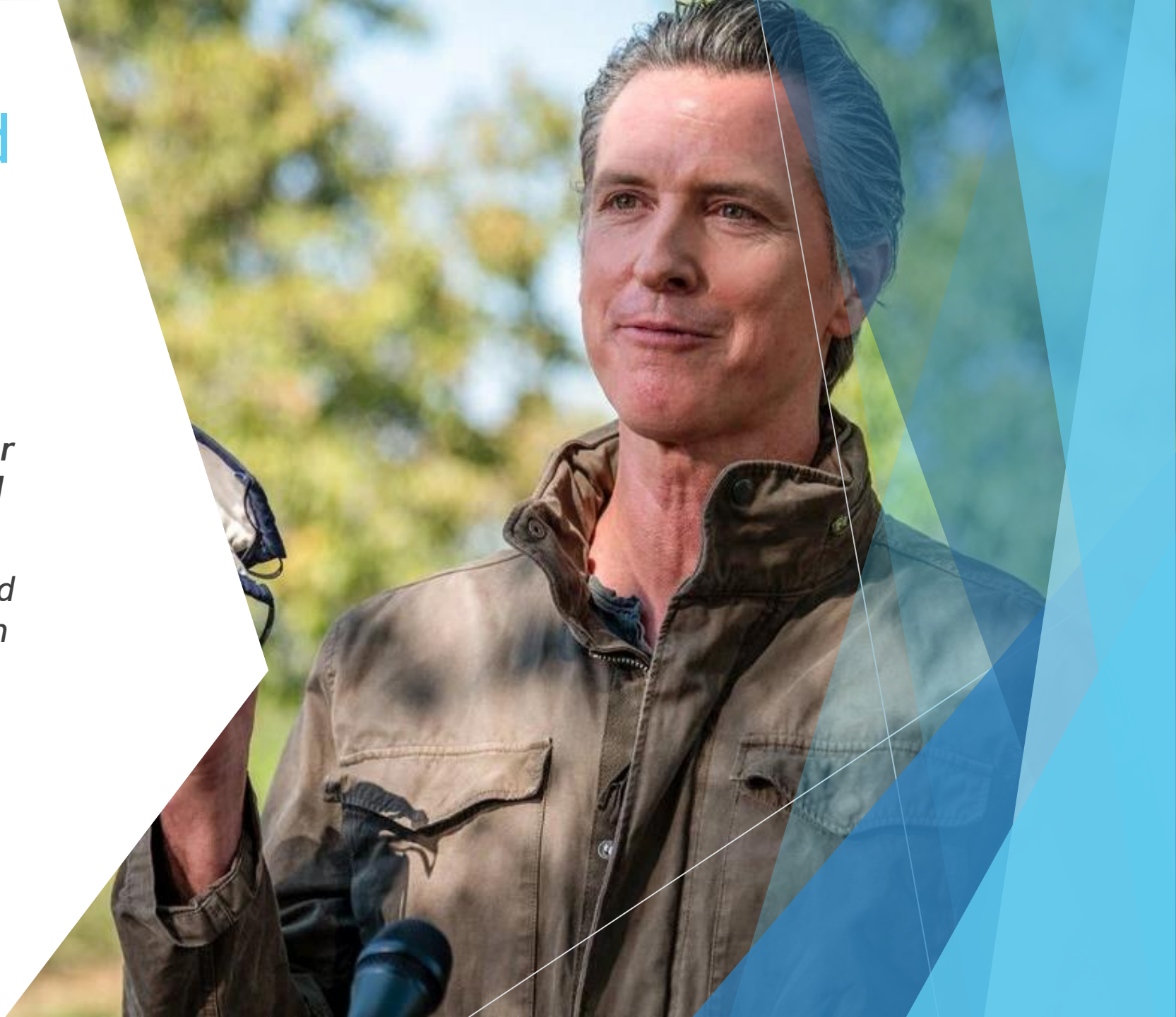
# Transparency and honesty

- ▶ It's ethical. Dishonesty has consequences.

*California Governor In Hot Water For Attending Dinner Party Amid COVID-19 Surge*

*Gov. Gavin Newsom has apologized for the event at the famed French Laundry restaurant, but troublesome details continue to emerge.*

*-New York Times editorial*



# Transparency and honesty

- ▶ It's ethical. Dishonesty has consequences.
- ▶ Admit mistakes, apologize, take steps to do something about it and tell what you're doing about it.



# Transparency and honesty



- ▶ It's ethical. Dishonesty has consequences.
- ▶ Admit mistakes, make amends, take steps to do something about it and tell what you're doing about it.
- ▶ **If you don't know, say so. Make no promises.**



Compassion and  
leadership never go  
▶ out of style.

Lesson 2



# Compassion and leadership

Uber



- ▶ Extend grace to people who, just like you, are dealing with a lot. Don't forget we're humans first.

Walmart 

 Microsoft

# Compassion and leadership



- ▶ Extend grace to people who, just like you, are dealing with a lot.
- ▶ **Be the stable, authoritative voice people seek in a crisis.**

# Compassion and leadership

- ▶ Extend grace to people who, just like you, are dealing with a lot.
- ▶ Be the stable, authoritative voice people seek in a crisis.
- ▶ **Live out the values you support.**



# Value diversity of thought and ▶ opinion.

Lesson 3

# Diversity and Inclusion



If everyone in your meeting about a major decision looks like you and thinks like you, pull up more chairs to the table.



Check your organization's record on diversity and inclusion before implementing a plan promoting it.

*“Good leadership requires you to surround yourself with people of diverse perspectives who can disagree with you without fear of retaliation.”*

Doris Kearns Goodwin, biographer and historian



Use 2020 challenges  
to fuel 2021 personal  
▶ development.

Lesson 4

“  
**YOU CAN'T BE  
THAT KID STANDING  
AT THE TOP OF  
THE WATER SLIDE,  
OVERTHINKING IT.  
YOU HAVE TO GO  
DOWN THE CHUTE.**  
”

*Tina Fey*


## 2021 Personal Development

- ▶ Enhance public relations skills (take a class/course, sign-up for webinars, earn a master's degree)
- ▶ Earn a credential (APR)
- ▶ Serve on your PRAM chapter board, State PRAM Board or SPRF Board
- ▶ Take care of yourself (mentally, physically, spiritually)
- ▶ Get a mentor (I need one! Adopt me.)

# Patrice Guilfoyle, APR

► Email: [pguilfoyle@mdek12.org](mailto:pguilfoyle@mdek12.org)

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**Life is amazing. And then  
it's awful. And then it's amazing  
again. And in between the amazing  
and the awful it's ordinary and  
mundane and routine. Breathe in the  
amazing, hold on through the awful,  
and relax and exhale during the  
ordinary. That's just living  
heartbreaking, soul-healing,  
amazing, awful, ordinary life. And it's  
breathtakingly beautiful.**

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**L.R. Knost**

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