

NAVIGATING

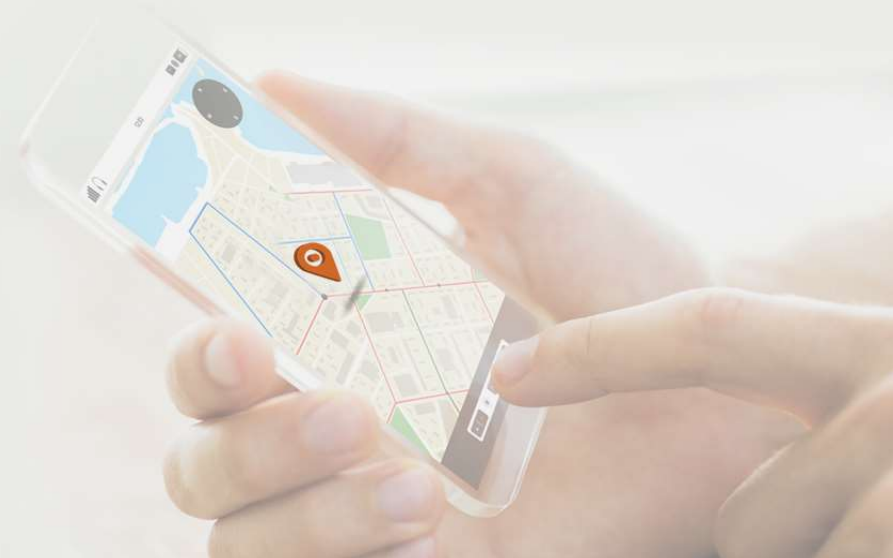
THE EVOLVING MARKETING LANDSCAPE

2016
ANNUAL
CONFERENCE



The Roosevelt Hotel NYC | Nov. 7 & 8

PAICR | THE ASSET
MANAGEMENT
MARKETING
ASSOCIATION

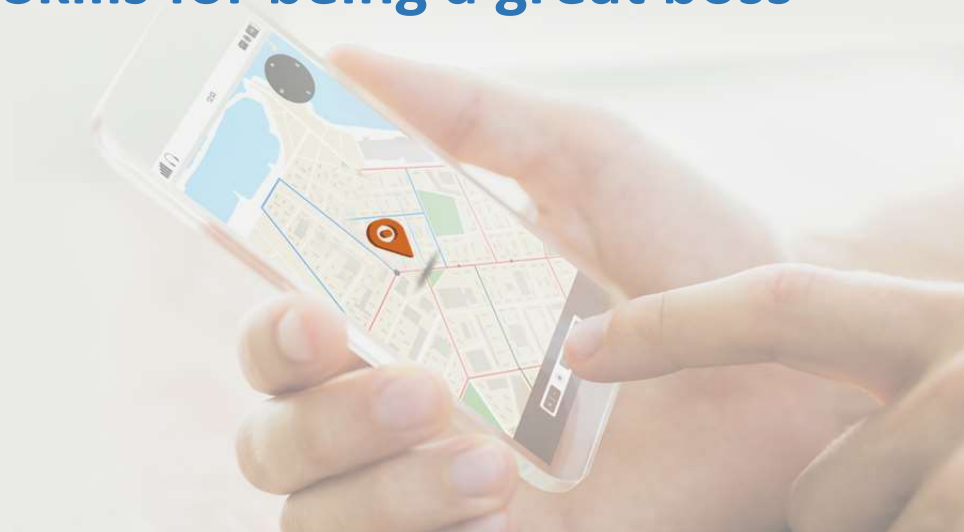


PRESENTATION NAME



Kylelane Purcell, President
Purcell Communications, Inc.

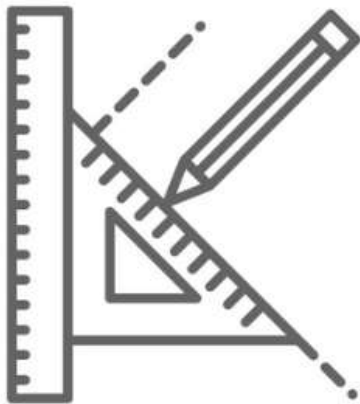
Managing and Leading: Skills for being a great boss



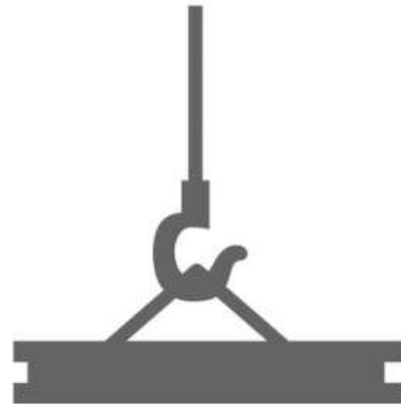
MANAGING AND LEADING: SKILLS FOR BEING A GREAT BOSS

Kylelane Purcell, President
Purcell Communications, Inc.

WHAT WORKS FOR CLIENTS WORKS IN-HOUSE TOO



**PROCESS LEADS
TO QUALITY.**



**QUALITY LEADS
TO CONNECTION.**



**CONNECTION
LEADS TO TRUST.**

CHALLENGES

- High demands
- Tight budgets
- Changing technologies
- Limited influence

SKILLS

- Organization
- Communication
- Consistency
- Creative solutions

SKILLS

- Organization

- Process engineering



Avent, Ryan. "The Economics of "social Capital"." Interview. Audio blog post. *FT Alphachat*. N.p., 30 Sept. 2016. Web. 17 Oct. 2016.

- Measurement

- Defining roles

- Upward spiral

SKILLS

- Organization
- Communication
 - Different levels require different strategies
 - Projecting confidence in both upward and downward communications
 - Always focus on problem
 - Manage social capital
- Listen 

Blumberg, Alex. "Disorg Chart." Interview. Audio blog post. *Gimlet Media*. Audible.com, 7 Jan. 2016. Web. 17 Oct. 2016.

SKILLS

- Organization
- Communication
- Consistency
- Keep business goals at the center of every decision
- Be approachable  Wilson, Phil. "What Are the Qualities of an Approachable Leader." Interview. Audio blog post. *Workology*. Blogging 4 Jobs, 6 July 2016. Web. 17 Oct. 2016.
- DWYSYWD

SKILLS

- Creative Solutions
 - Stop thinking in terms of FTEs
 - Add a process skill set to get the most out of existing staff
 - Apply internal partnering methods to ease conflicts

PUBLIC ENEMY #1 (A & B)

- Finger pointing
- Blame laying

There is always a solution: You.



Kylelane Purcell
PAICR 11.2016

