

THE DNA OF COMMUNICATION SUCCESS

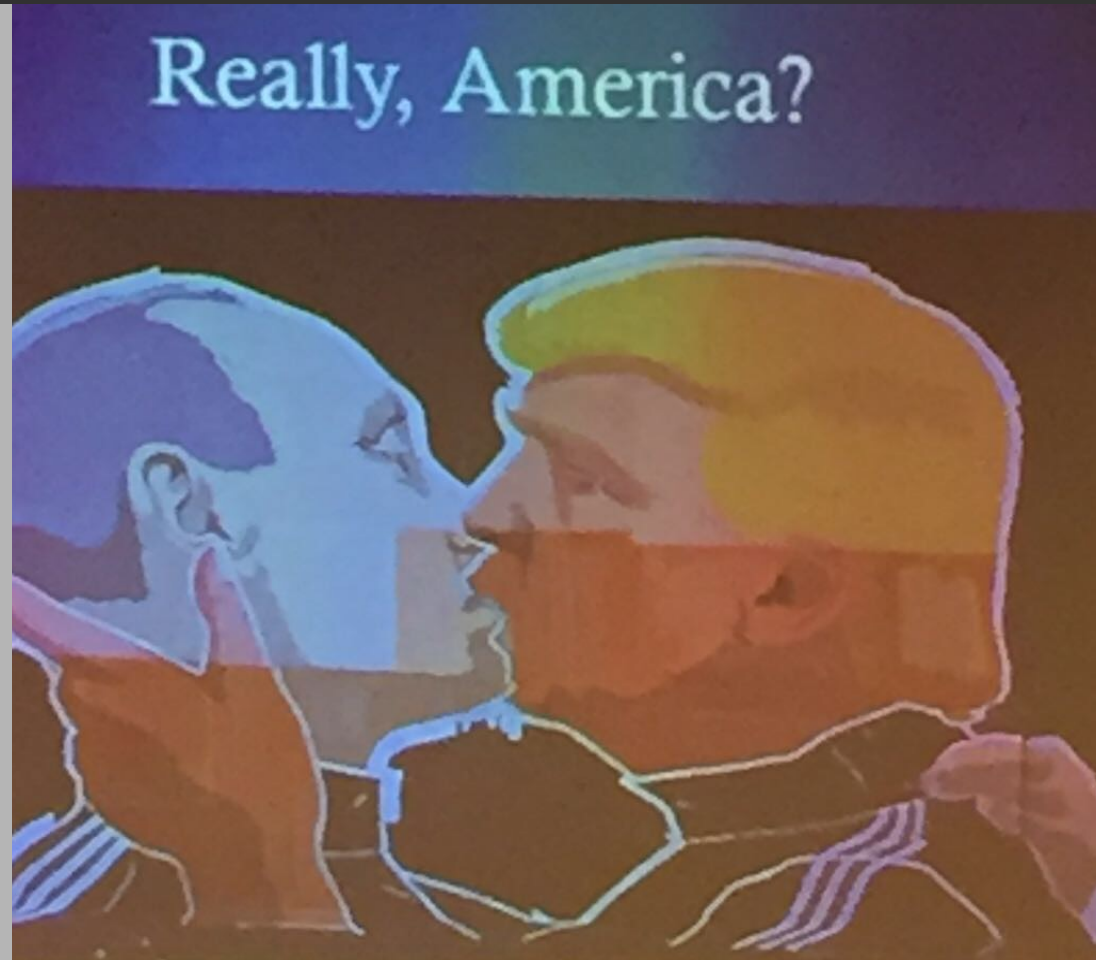
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Vice President of the Russian Public Relations Association (RASO)

WCF Geneva Week, 2017:

fake news
manipulations
data breach and hacks
Trump Twitter Attacks...



PROFESSIONAL STANDARD (CODE) of Public Relations professionals

presented by

Stanislav Naumov,
President of RPR (RASO)

WCF Davos, 2016



Head of Philosophy department of National Research Nuclear University



HARD SKILLS

Big and open data analysis

Communication strategy design

Content creation

Project management

Implementation of strategy - organization of communications

Development of human capital and self-organization



PACO

SOFT SKILLS

– the DNA we are looking for

Long-wave and **complexity** thinking

Attention as Ability to capture the signals of change and transform them into action

Ability to formulate thoughts briefly and clearly as **Reflexivity**

Openness to changes: Proactivity and Responsibility

Ability to work "in the flow" in conditions of uncertainty and multitasking as **Stress resistance**

Ability to build - to establish interpersonal Relationships and **Create communities**

Willingness to **learn** continuously

Sense of beauty

THANK YOU AND LET'S DISCUSS

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