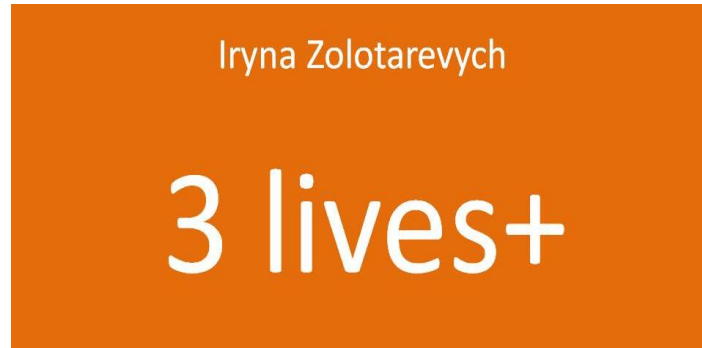


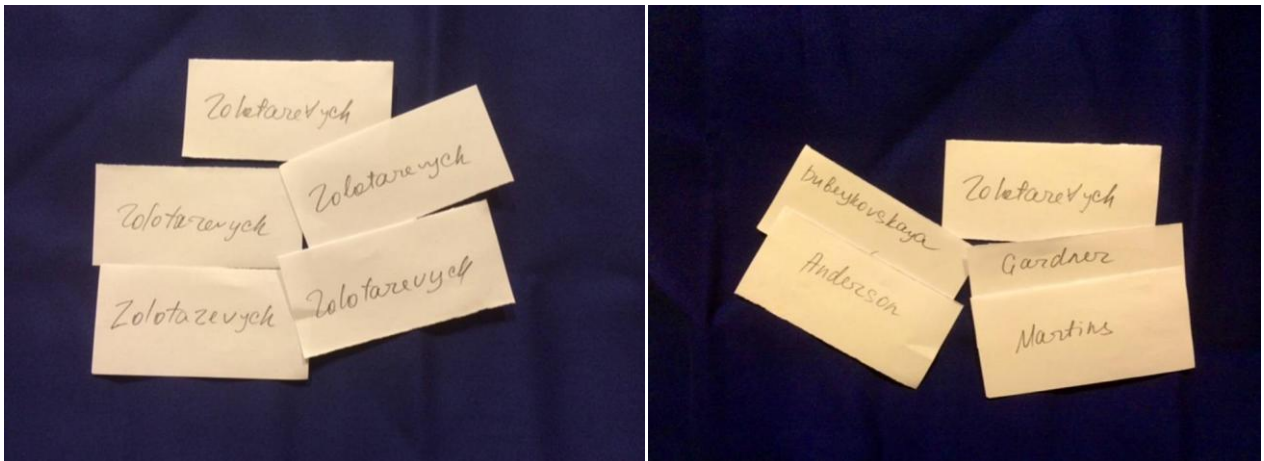
MY 3 LIVES

TALK BY IRYNA ZOLOTAREVICH – WCFDAVOS | KUALA LUMPUR 2015

Hi! My name is Irina Zolotarevych, and I have 3 lives.



You know, **there is a good game for kids**. Imagine 10 children sitting around the table. You give 5 pieces of paper to each of them and ask them to write their own name on every piece. Then mix the pieces to give them back to the kids.



The task for the children is to collect and return all papers with their own name on. Usually they start looking around, shouting “Who has Zolotarevych? Who has Zolotarevych?” But the winner always says “I have Anderson, I have Anderson”.

The story with public speeches is the same. You need to be interesting, to say something that your audience wants to hear.

So I'll try to turn my personal experience into information, which could be useful for you.



To begin with, I'd like to ask you to look at each other.

Everyone has its own body shape and clothing size. So someone else's clothes will rarely be perfect for us.

I took a bit of my clothes at the Forum. Do you think that might be useful to someone?

It is possible...

Other people's mistakes can help us realize something that concerns our own lives!

1: I will share some lessons from my job.

I am a board member of the largest communications holding in Ukraine - AGAMA.

I've been working in the company for 8 years.

In the first year of my work, I discovered a trend that frightened me: I realized PR agencies are losing their best **professionals by making them directors of agencies.**



we are losing best consultants making them directors of agencies

Directors of PR agencies fall into 2 types:

- **Consultants** (who use their own expertise first)
- **Managers** (who teach and motivate their team)

The 1st type can be, metaphorically speaking, a bottleneck for all the processes running in the company. They plunge into all presentations, texts, budgets and timings. In other words: there is *only one chief strategist* in such agencies, and all the rest are his helpmates...

The 2nd type can focus primarily on managing the team. Like my friend Nadezhda said once: *"You know, I can do nothing myself. I've realized recently that all my life I have been occupied with organizing the work of talented people. If you want to develop the company, develop the team"*.

In such a structure as the second type, there is not only one star, but a constellation of stars. Everyone shares experiences and grows rapidly.

However, there are other challenges: how to keep work standards high, if there is no supervisor?

So: Be a Consultant or to Be a Manager?

Of course, you can combine both. But then you have to move to the office and give up your family, friends, sports, and hobbies. I figured that out in the first year of my work, so during the next 7 years I was busy searching for my own style... ☺

We always receive very ambitious tasks from our shareholders, so I started "living at work", and I am sure many of you have gone through the same thing.



Well, that's why I had my wedding just a year ago. ☺

In order to change the situation, I had to accept the following points:

Every time you want to do something on your own, ask yourself: **What is my strategic goal? And what is my tactical goal?**

Let's say, you see at the door a very important potential client who got the recommendations about your agency or you personally, as a savvy professional. He's already in the office, ready to talk to you and discuss a very profitable contract. It will take you half an hour to talk to him, and the

contract will be in your pocket. But there's also another way. You have to call the client service director and the new business manager to instruct them. Then you have to worry about the meeting – whether someone told something incorrect or not up to standards. Then you have to provide your team with recommendations how to make a proposal. So this will take a huge amount of time: perhaps 7 or 8 hours instead of an hour!

- Ask yourself at precisely that moment what your strategic goal is: Do you want to be a cool specialist yourself? **Or do you want everyone in your team to be cool specialists?** Do you want to have one large contract in your portfolio? **Or do you want dozens of them?**

- Ask yourself again what your tactical goal would be in this regard: Do you want to have one short meeting and get a contract? **Or would you rather use this meeting not only to get the contract, but also to train the team and build a good teamwork?**

Then, make a decision!

The most important lesson for me: Always check what your strategic/tactical goals are!



2: The Davos World Communication Forum in Ukraine is my second life.

And this is not in order of priority but in the order of my speech 😊

I'm Head of the Organizing Committee of WCF-Davos | Kyiv and also exclusive representative of the WCFDavos forum in Ukraine, and a WCFDavos committee member.

A few years ago – 4 or 5, I think, I met Yanina Dubeikovskaya who invited me to speak in Davos about the Ukrainian communication market. I was greatly inspired by WCF's spirit and content.

So, I decided to bring a piece of it to Ukraine.

The launching of the regional forum was in 2014, and it was very difficult.

First, because it was held during the year when we witnessed a foreign invasion into Ukraine...

We experienced not only a military invasion but also a very powerful information attack on the country. To talk about communications and find new solutions was more important than ever!

During that same period **our Know-How in communication was born or what I call Network Approach.** One and a half years ago, volunteer teams of professionals in PR arranged a few groups worked on the same goal – **keeping the world informed on what actually was going on in Ukraine and providing support to all the media who cover events in Ukraine.** They did not expect orders from the Government. They just needed **to do the right thing.**

In exactly such a situation we had to organize the first global communications forum in Ukraine. The event brought together leading Ukrainian and international experts. **The main topic of the first forum was: *The impact of information war on business.***

What is my strategic goal?
And what is my tactical goal?

This year, on 4 September, the second regional WCF forum session was held in Kyiv. The representatives of the expert community from Ukraine and Europe discussed the challenges of communication between state, business, media and society. We provided a platform for discussion focused on the future development of communications. We went through all the difficulties and brought the forum to a new level.



The most important conclusion: if you realize your strategic and tactical goals and understand that you are doing the right thing – never stop!

Despite all difficulties, if you believe in your project and the idea itself – you will find all necessary resources. It's like yoga – **you feel the pain until you direct your attention to a place of pain.**

If you direct the attention and breathe – you will surely implement all of your plans.

3: The Yoga philosophy helps me find the time, energy and, most importantly – the love for my social projects!

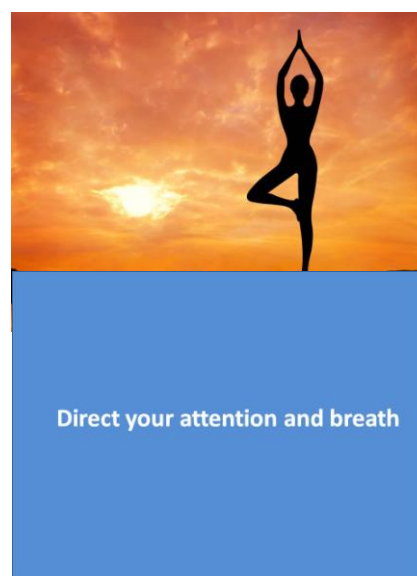
They are very different, some of them we are doing together with the AGAMA holding, others – with my husband.



The project which I'm doing together with my husband is focused on: **children's and youth's financial literacy and entrepreneurship education.**

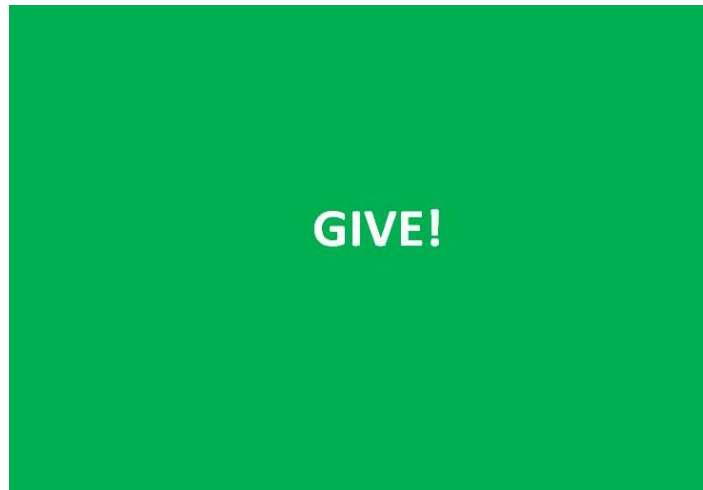
We have released 6 books, conducted hundreds of workshops, released a textbook for schools and trained dozens of teachers. And it all started with my daughter's question: "How can I start earning myself?"

My other occupation as a volunteer is **teaching students.** We know that there is a huge gap – a gap of 5 years – between the high education system and the real business. Taking this into account, my colleagues and I have arranged a variety of training programs for students.



Acting as volunteers, helping bring education closer to real life, teaching students and organizing internships for them...

It all started with the understanding that young professionals who have studied communications for years are totally unprepared to work at an agency or a company.



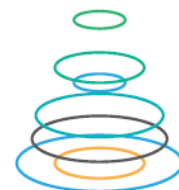
My key lesson in this direction: Give, and give once again – as much as possible!

However, let's try to help people without making them infantile, of course.

That's about all what I wanted to share with you. I would be very happy if it helps you answer at least one of the questions in your work or life.

Thank you!

**HOPE TO SEE YOU SOON!
DAVOS – KYIV – KUALA LUMPUR**



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