

Adding value through influence: the communications professional as a strategic fixer

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**Raising our standards:
democracy and communities
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What's a strategic fixer?



**Someone who helps senior
leaders get a
decent night's sleep**



Core Skills

Core Skills

People



Core Skills

People
Intellectual



Core Skills

People
Intellectual
Personal



But first...the basics



Starting out



Grow your personal stock



Don't be a lone wolf



Think bigger



Building your confidence

Questions and comments





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