







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

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Public Service Communications Academy 2020

Raising our standards: democracy and communities 24-26 November 2020

































# **Core Skills**

**People** 



















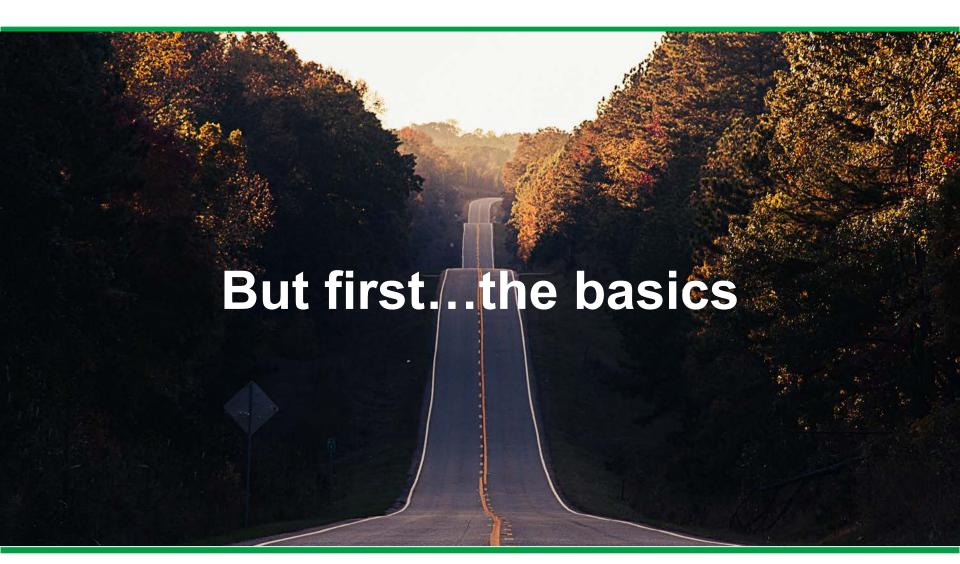










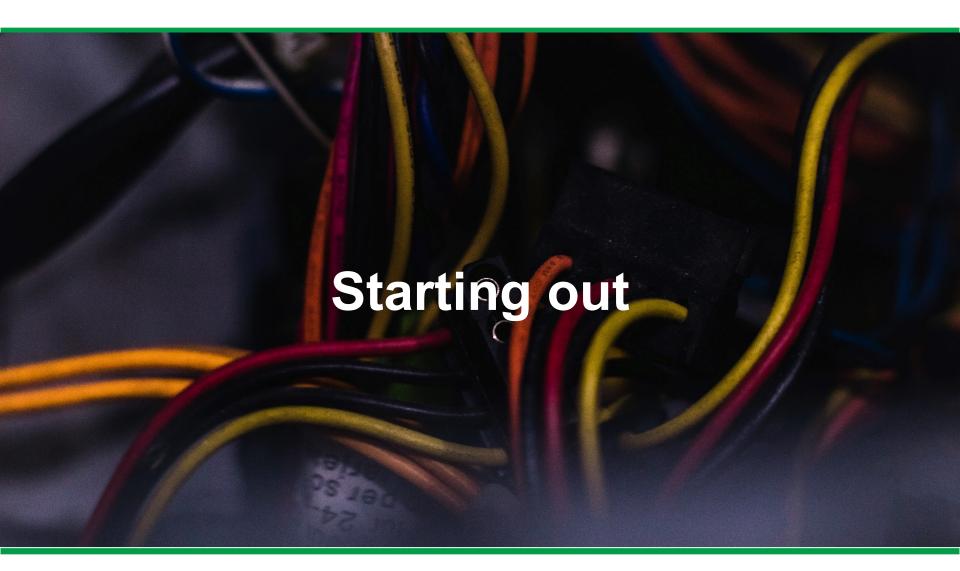


























































#### **Questions and comments**



















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