

## **Occupation & Career**

### **TRAINING COURSE Managers learn, how to place themselves correctly with Personality PR in the spotlight of attention**

**“Everyone is for her or his image self responsible”**

*From Kathrin Gulnerits / k.gulnerits@wirtschaftsblatt.at*

How the boss maneuvers correctly in the spotlight and thus acts as the tip of the spear of the enterprise, exactly this learn PR experts in a new university training course.

“Some engage several-day-long expensive gulf coaches, only to move a small ball with a few strikes into a small hole. However, how you can convince your business partner, with few sentences, for a million dollar deal, about this you do not even think half-an-hour long”, wonders Claudia Cornelsen, one of 17 top speakers, who were engaged for the newly launched training course Personal Communication Management at the University of Klagenfurt (see box).

This university training course of continued education targets PR and marketing experts, who accompany persons on their way out to the public. In practical terms this is called Personality PR, Personal Branding, Impression Management or CEO Positioning. The objective of perfecting

personality is to place prominently decision makers and CEOs with their character attributes, values and strengths, and thus to transform them into messages of their enterprises.

“In the current media society, where competition for perception prevails, not anyone can do without professional self-PR”, says Manfred Greisinger, author of “You I as a distinctive brand” (*“Ihr Ich als unverwechselbare Marke”*). Many managers learned that drumming in favor of the own cause is crucial for survival. Speaker Regina Jankowitsch emphasizes: “In the meanwhile, Personal Communication Management claims a great significance. One knows that managers must be leveraged as extended spearhead of the firm.” Also Claudia Cornelsen recognizes a reorientation: “In former times it was considered as awkward, to receive PR coaching. Today it qualifies as awkward, not to be consulted.”

### **Self is the man**

However, caution: “Personal Branding is more than just to know, how to hold my head straightly in the TV studio”, warns Regina Jankowitsch. This means: who does not know, what he or she stands for and if the standing-for is not reinforced by the applied communication, will in the long run encounter a problem with the Personal Image, as Jankowitsch underscores. “I am responsible for my image. I cannot expect from others that they themselves will take the time, to discover my strengths”, supplements communication coach Katharina Ditz.

“Do not exaggerate!”, says a top priority of Personal Branding. “I warn of too much strategy, demanding character change of the individual”, says Manfred Greisinger. “Personal PR can only work, when it is based on authenticity.” Still many managers miserably fail, when it concerns to use the (press) photo as a strategic device. “Many misjudge the partially devastating negative effects, caused by poorly selected pictorial material and/or use only insufficiently the opportunities, to stage oneself unmistakably”, criticizes speaker and communication expert Lars Rosumek.