

From the President's Desk

7th June 2022

Hello everyone!

Thank you for the warm messages of welcome that I have received since my announcement as the incoming President of our Society. I have tried my best to respond to each one of them personally, across all platforms. If I missed yours, my sincere apologies.

Allow me to also thank our outgoing President, Dr. Wilfred Marube, for the immense growth he brought to the Society. I learnt a great deal while serving under his leadership. He introduced excellent governance, financial and strategic policies. As a Council, we wish him well as he continues to serve our country, and to fly our flag high.

At this time, I would also like to state that the Council and Secretariat, under my leadership, will be embarking on a different and new trajectory. Our main task over the next few weeks will be to listen to the voices within our membership in an effort to set achievable targets in our next planning cycle.

What is our first task?

As I take over the leadership of our esteemed Society, our first task in the coming weeks will be to listen, learn and to seek to understand. My leadership is guided by a twin belief that knowledge belongs to all of us, and that it can set us free.

Many of our colleagues that have interacted with me, will tell you that I believe progress is enabled by culture: one that is founded on accountability, innovation, diversity and inclusion in all its forms, and a way of working led by values. It has informed an organizational humility in working with others, and a relentless focus on getting things done the right way – while doing the right thing.

How will we do it?

We will be listening. Our listening tour over the next three weeks will solely focus on learning from a range of voices across the Society, in safe spaces, to ensure a more informed decision-making in my tenure as your chief servant.

While doing this, I will be relying heavily on the distributed leadership model; this is because I have experienced first-hand its achievements. I am eager to support processes that ensure efficiency, innovation, and fast service delivery to our membership. I am excited to add my time and talents to fulfill this vision.

What are we looking out for?

We are aware that we have many audiences with many different opinions. As we listen, we will ask you what you think about our vision, mission, impact, strategy, how we relate to the rest of the world, as well as our current and future ways of working and achieving our aspirations. That will not be all, we will also ask you to help us learn what you know from data, even if it differs from what you think. We are curious about the spaces 'in between' opinion and evidence – as messy or imperfect as they may be.

Finally, we seek to learn what motivates you at a personal level to contribute to the Society and participate in our activities; and what challenges you are facing that the Society can help address.

How are the sessions organized?

The **Secretariat and Individual Staff** Tuning Conversations

Secretariat and Individual Staff Tuning Conversations	Day
Secretariat and Individual Staff Tuning Conversations	7 th – 10 th June 2022

Committee Tuning Conversations

Committee Tuning Conversations	Day
Committee Tuning Conversations	13 th – 17 th June 2022

The **Group Listening Sessions (GLS)** have been diarized as follows:

Group Listening Sessions	Day	Time
Academia	20 th June 2022	5.00pm – 6.00pm
Private Sector Members	20 th June 2022	6.00pm – 7.00pm
Associate Members	21 st June 2022	5.00pm – 6.00pm
Development and Diplomatic Sector Members	21 st June 2022	6.00pm – 7.00pm
Public Sector Members	22 nd June 2022	5.00pm – 6.00pm
Student Members	29 th June 2022	5.00pm – 6.00pm
Fellows	29 th June 2022	6.00pm – 7.00pm
APReCoM	30 th June 2022	5.00pm – 6.00pm
Members who work in Agencies	30 th June 2022	6.00pm – 7.00pm

The **Sector Listening Sessions (SLS)** have been diarized as follows:

Sector Listening Sessions	Day	Time
Energy Sector Members	20 th June 2022	1.00pm – 2.00pm
Water Sector Members	21 st June 2022	1.00pm – 2.00pm
Technology Sector Members	22 nd June 2022	1.00pm – 2.00pm
Tourism Sector Members	27 th June 2022	1.00pm – 2.00pm
Financial and Insurance Sector Members	28 th June 2022	1.00pm – 2.00pm

What if you want to have a private audience with me (us); or your sector is not listed above?

For 1:1 individual listening sessions, please drop me an email on arik@prsk.co.ke. I will endeavor to respond to you within two (2) business days with a time slot that can work for both of us. For any sectors and groups that may be left out of the list above, and they wish to have a session with me (or us), kindly call Amos on +254705496847. We will then review and get back to you with an appropriate time slot.

Will we be listening to the international community?

We will be taking closed door sessions with the following groups in an effort of finding ways in which PRSK (members and the society) can tap into the global market:

- i. PRSK Diaspora Members
- ii. The African Public Relations Association (APRA)
- iii. Presidents of PR Societies present in East Africa
- iv. The Middle East Public Relations Association
- v. ASEAN Public Relations Network
- vi. Asia-Pacific Association of Communication Directors
- vii. Public Relations Society of America
- viii. The Global Alliance for Public Relations and Communication Management

What happens after our listening tour?

When our listening tour is complete, we will compile the voices across the Society and the globe. The Council and Secretariat will then retreat virtually for a period of two weeks (different time slots a day as we dim fit) to discuss these findings, as we set our priorities for the next two years. After this is done, we will hold an open and transparent town hall where we will share the findings, our shared priorities, our targets for the next two years, and a detailed financial outlook.

Are the listening sessions mandatory?

I would like to state that while the listening sessions are not mandatory, they are critical for the Council and Secretariat to understand the pressure points, in order for us to address them. I, therefore, encourage participation as you offer us your wise counsel.

I would also like to assure you that it will not be a combative space, but rather, it will be a safe space where you can be heard without fear. My ask is that we remain civil in our discourse, and we engage in ways that show kindness, care, respect, tact, and empathy. This is because I am committed to creating spaces where people feel safe to express themselves and be heard. When we have difference in opinion, I will request we understand what the other is feeling, and we be open to understand where they are coming from. I will strive for empathy and accept nothing less than civility.

Thank you for taking the time to read this message, and please look out for individual invitations to the sessions listed above. I welcome input from anyone who would like to share, and I look forward to meeting some of you on screen and may be even in person! Until then, remain safe!



Arik Karani
Your Chief Servant – The President



Patricia Ndede
Vice President



Noella Mutanda
Secretary



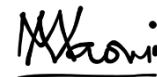
Samuel Karanja
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Michelle Anekeya
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Paul Oyier
Council Member



Kamuzu Banda
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