

Things have changed.

What we pitch
The way we pitch
How we connect

My esteemed colleagues and what I like about them

Amanda Ponzar: Not afraid to tell it like it is, find a “yes” opportunity and connect-the-dots at supersonic speed



Hugo Rojo: Puts principles first, does what is best for the organization and leads through behavior



So we created the “Emotional Mindfulness Compass”

The Emotional Mindfulness Compass

- Connects to purpose, mission and mindfulness
- A guide to reference before conducting media outreach
- Prevent unintentionally appearing tone deaf or otherwise out of touch
- Offers a simple tool during a complex time

Download template: <https://bit.ly/prdailymedia>

Emotional Mindfulness Compass

Have you thought about:

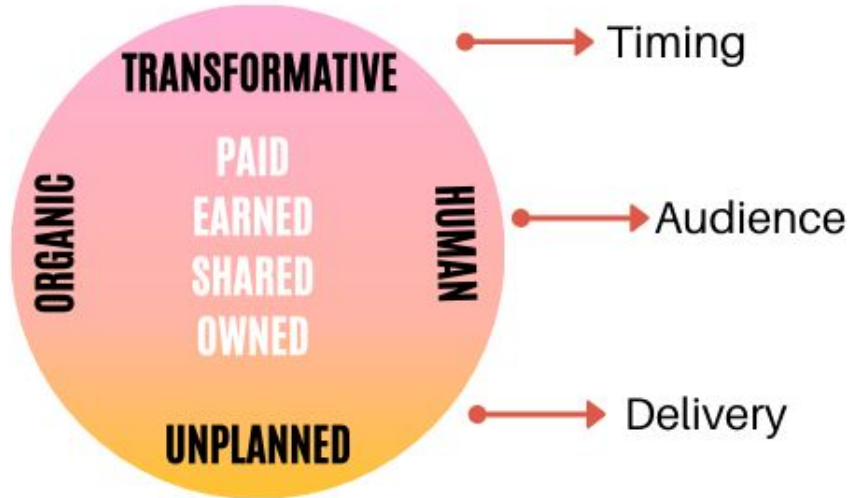
- Job loss or furloughed
- Sick or ill loved ones
- Loss of friends, family or co-workers
- Isolated or alone
- Depressed, anxious or nervous about future



Be mindful. Be human.



EVOLUTION OF PESO



**BE
MINDFUL.
BE HUMAN.**



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