

The following worksheets, checklists and example documents are intended for the readers of PR Without BS: The Practical Handbook of Ethical Public Relations. Please be aware that using these forms without first reading the book for corresponding explanations and instructions may not produce the desired results.

## PR Program Course Correction Checklist

### PR Program Course Correction Checklist

- 1.** Review completed M-GO worksheet to determine exactly which established goals and/or sub-goals are falling short and by how much.
- 2.** Determine if goal and/or sub-goals were established correctly.
  - a.** If yes, proceed to #3.
  - b.** If no, re-evaluate all goals and complete an updated M-GO worksheet. Implement corrected goals. Monitor for effectiveness.
- 3.** Review chapters in *PR Without BS* that address the shortcomings at hand. Determine if there was any advice, techniques or tools that were overlooked or incorrectly implemented.
- 4.** If yes, then put the overlooked practices into place or correct the incorrectly implemented practices. Monitor outcomes.
  - a.** If no, then proceed to #4.
- 5.** Refer to Chapter 11, “When To Bring in Outside Help.”

#### Example 14.1: PR Program Course Correction Checklist