

How to Lead Change: **A Pioneer's Guide**

SNPA News Industry Summit

Savannah, GA

October 6, 2015

Penelope Muse Abernathy

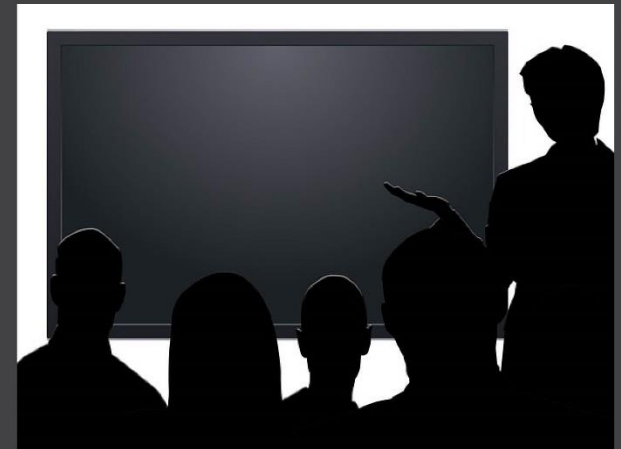
Knight Chair of Journalism and Digital Media Economics
School of Journalism and Mass Communication
The University of North Carolina at Chapel Hill

1) Walk the talk and BELIEVE



... in the Art of Possibility.

2) Communicate, communicate, communicate



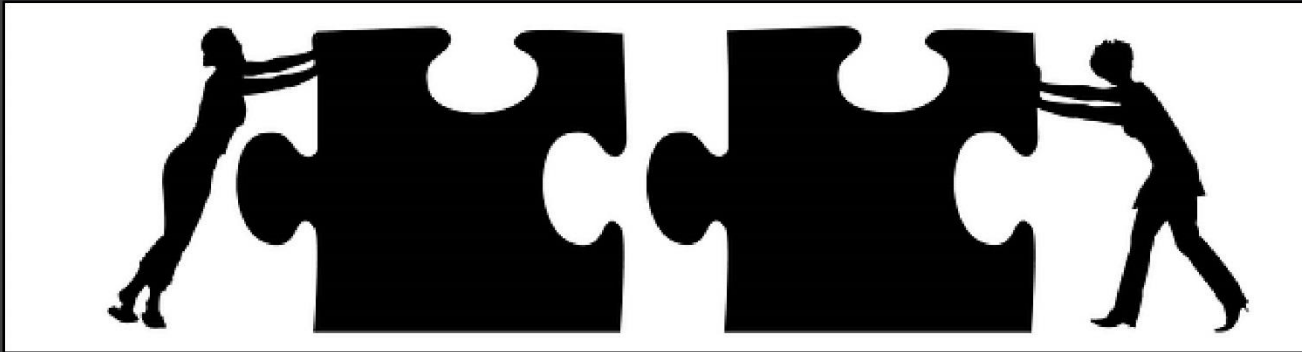
**... the vision, the
mission, the strategy.**

3) Know your supporters, as well as the opposition



... stay close to both.

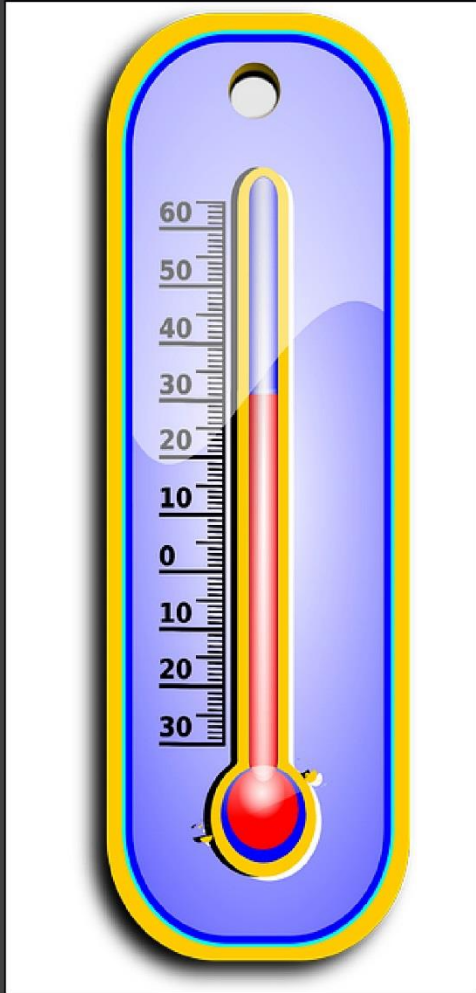
4) Give the work back –



**... and give your
prospectors the
resources they need.**

5) Adjust the
thermostat often

... bring in new
talent and learn to
say goodbye.



6) Measure and
re-measure often



... and always
ask "what if".

7) Know yourself



**... anchor yourself and
manage your hungers.**

2020

January

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February

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September

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October

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November

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December

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8) Never stop thinking
about tomorrow...



... and the Art of Possibility.

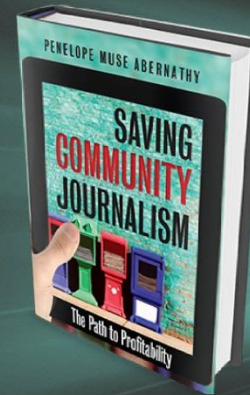
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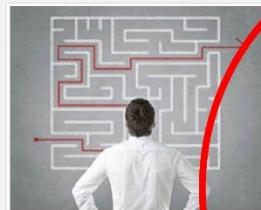
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