

## Key Flow: Image Management

### Core Purpose:

To create a shift in perception from current state to desired state  
*in a way that* the targeted audience receives facts, stories and images accurately and realistically  
*so that* desired behaviors are experienced.

### Core Process:

“Advancing information in the public forum, for the purpose of contributing to public opinion.” Harold Burson

### Product:

1. A measurable shift in
  - perception
  - behavior/action
  - opinion
2. End-state perception defined
3. Current-state perception defined
4. Plan/strategy for shifting

### Key Beliefs:

1. There is a “window of credibility” between the rational mind and the emotional mind among every target audience
2. A correlation exists between the “trust-bank” and the “window of credibility.”
3. The window of credibility opens slowly and shuts quickly.
4. Image not explicitly defined by me, will be defined by someone else.
5. Image cannot be created in a vacuum.
6. Image management is an ongoing effort not a one-time event.
7. Image erodes over time without continual maintenance.
8. Congruity must exist between image and reality.
9. Without strategy there is no creative (a good idea which does nothing is not a good idea).
10. Public opinion/acceptance is everything. With public sentiment nothing can fail; without it, nothing can succeed.
11. The molder of public opinion goes deeper than the one who pronounces decisions.
12. The public acts on information in its own perceived best interest.
13. Accuracy is paramount; inaccuracy is deadly.
14. Image management advocates a particular point of view in the public forum.
15. Facts are objective; perception is subjective.
16. People behave emotionally.
17. The target audience owns the decision.