



# NYU Presenter Shifts PR Professionals' Perspective

*Lisa A. Bing, Brooklyn based business consultant, empowers PR professionals to make group work more productive*

BROOKLYN, NY, July 10, 2013 /EINPresswire.com/ -- Making a difference in just one person's life, makes every prior difficulty worth it. Business consultant, Lisa A. Bing, made a lasting impression on a group of PR professionals during a recent presentation detailing strategies that foster successful creative teams. Lisa has been invited back for the fifth consecutive year to speak during the Public Relations Strategy and Execution Summer Intensive workshop at the prestigious NYU School of Continuing Professional Studies. The audience evaluated her presentation as one of the most beneficial, and will be using her words of wisdom for years to come.

PRSay, the official blog of Public Relations Society of America, recently addressed how marketing and PR professionals are increasingly joining forces. The lines between brand management (marketing) and reputation management (PR) are blurring. Mobile technology magnifies the need for creative thinking and PR pros can expect to play a bigger role in leading integrated communications.

NYU PR Program Director, Mel Erlich, recognized that these trends demand team leadership skills and was inspired to call on Lisa to coach his PR professionals. Mel says, "Lisa's presentation really works - I haven't seen such genuine teamwork, mutual helpfulness, and absence of ego since she started working with us. Her contribution is now critical to the success of the program. Her evaluations are consistently through the roof!" With the help of Lisa's presentation, PR pros can play a big role leading in the integrated communications world.

The presentation, titled Team Building and Creative Dynamics, is structured to equip PR professionals with tools to help them maximize their personal contributions to a team's productivity. Lisa helped the group see their individual parts in creating successful team outcomes. She defined five roles played in a creative team as the following:

- The Creator develops new and creative ideas.
- The Advancer shapes the idea into workable form.
- The Refiner identifies the details.
- The Executor makes things happen to bring the ideas to life.
- The Facilitator keeps the process moving and on track.

Bing explained, "establishing well-defined roles and understanding the roles you naturally play helps to reduce conflict and handle unforeseen issues more amicably. When everyone knows what they should be doing and, more importantly, what they should not be doing, things run more smoothly." Shifting perspective from looking at differences as a source of frustration to looking at differences as a source for success was a huge breakthrough moment.

One student commented, "I don't think I would have completed the program without the skills I gained from Lisa's session! She gave me tools that I will apply to every group setting I encounter moving forward."

For more information contact Lisa at [LBing@bingconsulting.biz](mailto:LBing@bingconsulting.biz) or 718-398-8516

#### About Lisa A. Bing

Lisa A. Bing, a recognized leadership expert and organizational strategist, has the rare ability to simplify the complex. Bing is called on to share her expertise through business consulting, leadership coaching, keynotes and seminars. She has worked with leaders from five continents and over 20 countries. As president of Bing Consulting Group, Inc., the Brooklyn-born entrepreneur has attracted clients including Apple, Inc., Verizon, Deutsche Bank, The Federal Reserve, Proctor & Gamble, Year Up NY, Brooklyn Public Library, HSBC, Health Plus and Preferred Health Partners. She is also an appointed adjunct faculty member at New York University teaching courses that develop leadership and management skills.

[www.bingconsulting.biz](http://www.bingconsulting.biz)

Michele Hall  
Bing Consulting  
7183988516  
[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.