



'In the past, jobs were about muscles and in the future, they'll be about the heart'

In today's 'Love for Profession' series, [Pragati Tiwari](#), Partner, [Astrum](#), shares the things she loves about PR and how the industry's future excites her

February is the month of love in which we often celebrate romantic connections. But it can also be a time to reflect on a different kind of love: the 'Love for our Profession'. For PR & Corp Comm professionals, this love goes beyond daily tasks and deadlines. It's a commitment to weaving narratives, nurturing relationships, and shaping perceptions that fuel their growth in the industry.

In this special edition, we will delve into the heart of PR and Corp Comm leaders and discover how their genuine love for the field has empowered them to navigate challenges, embrace innovation, and leave a lasting impact on the world around them. Moreover, through their candid accounts, we'll explore their unique paths, the lessons learned along the way, and the wisdom they impart to future generations.

So, this time, we'll explore the thriving journey of Pragati Tiwari, Partner, Astrum. She is a stellar communicator whose expertise lies in untangling complex problems, and steering clients through crises with laser focus. Beyond the professional sphere, she also mentors young professionals who wish to grow in the PR and Corp Comm industry. Excerpts:

What moment or experience initially sparked your interest in PR? How has your understanding of the profession evolved since then?

As a student of Communication Management, Public Relations (PR) was always a focus area for me for its dynamism and its potential. In my initial experience strategic communication felt theoretical. The tasks I initially undertook were mundane and lacked the creative and strategic aspects I envisioned.

This changed dramatically with Astrum. Over the past 12 years, my understanding of PR has evolved significantly. I've gained a deep appreciation for the "science of persuasion" and explored ability to positively influence brands, executives being a critical link in Reputation, Risk, and Regulation.

What are the recent trends of the PR industry you absolutely love?

What I love about Public Relations in this era is being at the forefront of innovation and using technology to its full potential. We're not just early adopters, but champions of cutting-edge tools. This empowers our team to work smarter, faster, and more efficiently. To ensure everyone is on board, each member has undergone 5+ weeks of intensive training to fully understand and leverage Gen-AI tools for internal reporting and client projects.

Our forward-thinking IT team actively recommends secure and innovative platforms for broader team adoption. This holistic approach ensures we're leveraging technology across the entire spectrum, from:



- Real-time monitoring and sentiment analysis
- Integrated data dashboards for actionable insights
- Preventative risk management strategies
- Communication playbooks that go beyond expensive, rarely used videos.

Our commitment to technology extends beyond just these tools. We're working on a first-of-its-kind project that pushes the boundaries of PR and uses technology in an exciting new way (details under wraps for now!).

The PR landscape is constantly evolving, demanding frequent shifts in roles and responsibilities. How do you navigate these changes while maintaining your passion and love for the profession?

While frequent job changes in PR are common, it doesn't necessarily diminish one's passion for the profession. The key lies in finding roles that offer growth and respect, the two pillars that fuel professional satisfaction. I think the onus also rests on leaders.

Growth comes from expanding your skillset, taking on new challenges, and seeing your work make a real impact. Feeling stuck in a repetitive chore, or having your contributions undervalued, can certainly lead to disengagement. As a leader, it's crucial to partner with clients and create strategic communication plans that resonate with journalists and stakeholders, ensuring your team feels valued for their expertise.

As a professional, who has gone from being the junior most Counsellor, to a Partner in the firm, in a decade, I can assure you that 'raising your own game' and 'being part of a solution' are more valuable than shopping for offers between appraisal cycles.

The second bedrock is mutual respect. Building a culture of constructive criticism allows for professional growth and fosters a positive work environment. Leaders who cultivate such an environment create a foundation where employees feel valued and motivated to stay and contribute. The responsibility of the professional is in reciprocating this respect with transparency and truthfulness.

What excites you most about the future of the PR industry?

The future of the PR industry excites me immensely, and I believe it aligns perfectly with the profound statement by Minouche Shafik, President of Columbia University: "In the past, jobs were about muscles. Now they're about brains, but in the future, they'll be about the heart."

PR has always demanded a blend of intellectual agility and strategic thinking, but what truly elevates our work in the future lies in authenticity, empathy, and building genuine connections.



The convergence of two powerful trends – the rise of purpose-driven communication, which we've championed for two decades, and the renewed power of storytelling in an era of rampant distrust and misinformation – convinces me that the future of PR lies in harnessing the power of the heart. This requires a critical shift from communication professionals, demanding a proactive pivot towards reputation and risk preparedness
