

PR Masters Series Podcast, Episode #42 – Cheryl Procter- Rogers



About the Podcast

The Stevens Group has been presenting the **PR Masters Series Podcast** for almost two years now. This series is part of the ongoing partnership between The Stevens Group and CommPRO to bring to **PR**, digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession. Today's special guest is Cheryl I. Procter-Rogers.



About Our Guest

Cheryl I. Procter-Rogers, APR, PCC, Fellow, MBA, MA

Senior Consultant and Executive Coach

A Step Ahead Consulting and Coaching

With more than 40 years of experience as a communications and business strategist, Cheryl is a high-energy, dynamic, professional with a track record of success working with senior executives in a variety of business, government and nonprofit sectors around the world. She is currently senior consultant and executive coach, A Step Ahead PR Consulting and Coaching, a Chicago-based, global practice. She is a subject matter expert and develops and implements strategies in crisis communications, strategic planning, change management, internal communications and media relations. She is an expert in executive communications and is a certified master coach, an International Coach Federation credentialed coach and is accredited by the Public Relations Society of America in public relations.

She draws on her years of experience leading accelerated change and proactive communications efforts for both global, complex organizations as well as local, regional and national entities. As a trusted advisor and coach, she helps leaders navigate ambiguous and volatile environments to achieve their leadership effectiveness. Through her coaching approach, executives focus on their leadership development, corporate presence, personal branding, effective communications, work-life balance, career transitions, or time management challenges through action plans co-created to benefit themselves and their organizations.

She has worked with a variety of corporations and organizations in a number of business sectors. She served in management and executive positions for DePaul University, HBO,

Nielsen Marketing Research and Golden State Mutual Life Insurance Company. As a consultant, she has implemented strategies and designed training for clients such as Coca-Cola, Nissan, Allstate, McDonald's, Sears, McCain Foods, Academy of General Dentistry, Sigma Gamma Rho Sorority, and Magellan Corporation, to name a few.

She was the 2006 national president and CEO of the Public Relations Society of America (PRSA). In 2000, she was the youngest inducted into the PRSA's College of Fellows. She is the 2011 PRSA Gold Anvil recipient, the Society's highest individual award presented to an individual whose work significantly advanced the profession and set high standards for the practice of public relations. She was the 2016 president of the International Coach Federation Chicago Chapter.

She has authored many articles, contributed to several books, been featured in many publications and is frequently quoted in the media. Her awards and honors are too numerous to mention here. She is a member of the Public Relations Society of America, International Coach Federation, Sigma Gamma Rho Sorority, Board Source and the Television Academy (Emmys®).

Procter-Rogers earned her bachelor's degree from Bradley University, an MBA from Keller Graduate School of Management, and a master's degree in Leadership and Change Management from DePaul University.

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