



# The Mid-Career PR Advantage

## Impact Assessment

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Hello. I have designed this **FREE** impact assessment resource to support my entrepreneurial guide for experienced PR professionals. It helps you evaluate the impacts of a changing work landscape on PR competencies (knowledge, context, skills, behaviours), capabilities and sensibilities.

In addition, assessment of career sensitivities empowers you to future focus your career. Finally, I've included an invitation to join my innovative mid-career adventurous learning experience, **ADVANTAGE**.

- *Heather*

Heather Yaxley PhD FCIPR  
Applause Consultancy



**Competencies**



**Capabilities**



**Sensibilities**



**Sensitivities**

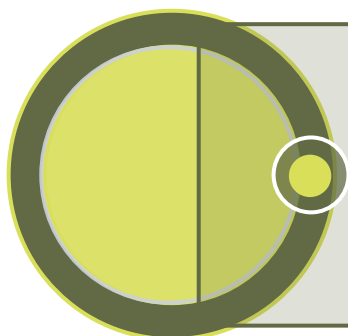


## The Mid-Career PR Advantage: Impact Assessment

CREATE. Your **FREE** assessment of the impacts of a changing work landscape on PR competencies (knowledge, context, skills, behaviours), capabilities and sensibilities.

### Competencies

Meta competencies critical to career success include liminality to deal with ambiguity and uncertainty.



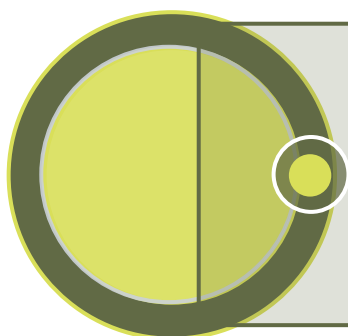
What skills are **core** to your career success?

How do you **acquire** new knowledge?

Where do you **excel** as a mid-career PR professional?

### Capabilities

Connected intelligence involves convergence of human, community and machine capabilities.



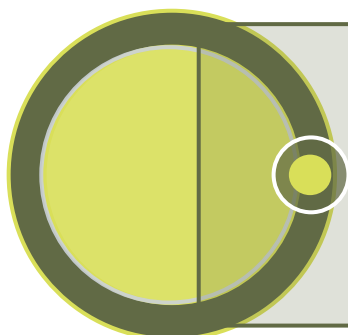
What is your **purpose** as a mid-career PR professional?

How do you **practice** your values and ethics?

Where do your capabilities make a valuable **impact**?

### Sensibilities

Five wise ways of being a professional are growth, goodness, sustainability, wellbeing and humility.



What is the **value** of sensibilities in your practice?

How do you **become** wise as a mid-career PR professional?

Where have your moral concerns been **tested**?

### Action:

**In a changing work landscape** established PR competencies, capabilities and sensibilities may be questioned and contested. Consider the above questions and use this resource to reflect on the significance of your answers in a *future focused* work-life-career ecosystem.



## The Mid-Career PR Advantage:

*Impact assessment of a changing work landscape on PR competencies.*

### Competencies

What skills are **core** to your career success?

**Annotation:** Core skills are essential, transferable and grounded in practice-oriented knowledge (*functional and theoretical*). Layers of granular (*task-level*) skills are built up over time, so the enduring value of these needs to be reviewed regularly.

How do you **acquire** new knowledge?

**Annotation:** Active learning (such as problem-solving and critical thinking) sources and applies new knowledge from various places. Finding patterns and making connections with existing (*foundational*) knowledge is an effective way to acquire additional insights.

Where do you **excel** as a mid-career PR professional?

**Annotation:** A useful way to evaluate competencies and determine where you excel is the **PRAISE** growth programme. This connects development needs, review processes, active learning cultures, development strategies, specific objectives and evidence of learning. Find out more at: <https://applauseconsultancy.com/models-and-frameworks/>



# The Mid-Career PR Advantage:

*Impact assessment of a changing work landscape on PR capabilities.*

## Capabilities

What is your **purpose** as a mid-career PR professional?

**Annotation:** A purposeful approach in mid-career intersects vectors of being, doing, believing, thinking, feeling and relating. What motivates, inspires and drives you may be expressed as personal wellbeing (*eudaimonia*) and/or fulfilment (*raison d'être* or *ikigai*).

How do you **practice** your values and ethics?

**Annotation:** Reflexive capabilities embed values and ethics in conscious decision-making as a commitment to act responsibly. In practice, this involves judgement, noticing ethical dilemmas, advocacy to guide others, and countering resistance to doing what is right.

Where do your capabilities make a valuable **impact**?

**Annotation:** An entrepreneurial mindset focuses on performance and improvement metrics to demonstrate valuable impact. Capabilities enhance transformative impact through the **power of e4 drivers**: increased efficacy, efficiency, effectiveness and ethics. Find out more at: <https://applauseconsultancy.com/models-and-frameworks/>



## The Mid-Career PR Advantage:

*Impact assessment of a changing work landscape on PR sensibilities.*

### Sensibilities

What is the **value** of sensibilities in your practice?

**Annotation:** Sensibilities reveal something about a human that is intrinsically valuable and consequently enhances your professional practice and career. Growth, goodness, sustainability, wellbeing and humility point to the value of social and cultural intelligence.

How do you **become** wise as a mid-career PR professional?

**Annotation:** Practical wisdom (*phronesis*) is a habitual disposition (*inclination*) cultivated by learning to act with a depth of integrity. Through inquiry, capable professionals pursue – flexibly and openly – a love of wisdom as an in-between state of be(com)ing.

Where have your moral concerns been **tested**?

**Annotation:** Moral concerns tend to form around six areas: care, fairness, liberty, loyalty, authority and sanctity. **Ethics of care** addresses morally difficult situations (involving value-based relations and responsibilities) through discursive practices. Find out more at: <https://applauseconsultancy.com/models-and-frameworks/>



# The Mid-Career PR Advantage:

## Impact assessment to future focus your career

A sustainable career is sensitive to changes that affect work-life ecosystems, meaning that ongoing assessment of impacts is required to future focus your career.

Use the **A10 list of career sensitivities** below to consider their scope of impact and assessment of importance for the future orientation of your career.

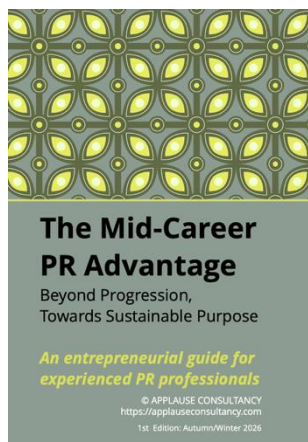
| Sensitivity             | Scope of Impact                  | Assessment of importance |
|-------------------------|----------------------------------|--------------------------|
| Abilities               | Sense of accomplishment          |                          |
|                         | Recognition of achievements      |                          |
| Adaptability            | Flexibility to customise careers |                          |
|                         | Clarity of career pathways       |                          |
| Advancement             | Dependence on employer           |                          |
|                         | Guided by own priorities         |                          |
| Advocacy                | Availability of support network  |                          |
|                         | Multiple options for support     |                          |
| Age                     | Influence of early experience    |                          |
|                         | Intentions for future career     |                          |
| Agency                  | Self-directed career actions     |                          |
|                         | Relies on organisational action  |                          |
| Artificial intelligence | Enhances career ecosystem        |                          |
|                         | Disrupts career opportunities    |                          |
| Aspirations             | Value-based career growth        |                          |
|                         | Reward-driven progression        |                          |
| Authenticity            | Congruence of self and work      |                          |
|                         | Performative professional role   |                          |
| Autonomy                | Preference for career freedom    |                          |
|                         | Avoidance of career insecurity   |                          |

**Annotation:** Assess the importance of scope of impact for career sensitivities by using:

- *Scale of importance:* Very important, Important, Mildly Important, Unimportant.
- *Ranking of factors:* Order the sensitivities (1-10) and/or scope of impact (1-20).
- *Narrative response:* Reflection on meaning and significance of impact for you.

# The Mid-Career PR Advantage

Beyond Progression, Towards Sustainable Purpose



**The Mid-Career PR Advantage** entrepreneurial guide for experienced PR professionals is a **FREE** resource available from <https://applauseconsultancy.com>. It helps you create an effective strategy to move beyond career progression towards achieving your sustainable purpose.

## Contents:

- Entrepreneurial approaches (*Research | Review | Reflect*)
- Appreciative process for transformative change:
  - Act 1. Understanding PR careers.
  - Act 2. Reflexive leadership.
  - Act 3. Successful relationships
  - Act 4. Life wise career perspective.
  - Act 5. Achieving sustainable purpose.
  - Act 6. Living intelligence.



You are invited to join **ADVANTAGE**, a live online adventurous mid-career development experience for PR professionals. Together we will nurture the skills and sensibilities required to realise your mid-career ambitions.

## Contents:

- Navigate transformative change [3 x 60-minute group explorations]
- Achieve sustainable purpose [1 x 90-minute group activation]
- Realise mid-career ambitions [1 x 30-minute personal consultation]

Online adventurous learning uses active participation to develop a future focus and navigate contemporary mid-career ecosystems.

Email [encore@applauseconsultancy.com](mailto:encore@applauseconsultancy.com) for full details and to apply.

## RESOURCE EDITOR.

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**Heather Yaxley PhD FCIPR** is the founder of Applause Consultancy and has a doctorate in contemporary career strategies. She is a published author and historian, with a rich background in education, sustainable professional development and strategic communications leadership. An independent *ecosophical* researcher, she specialises in innovative, collaborative and creative methods. Heather is a certified World Café practitioner, using conversation-driven strategies to foster deep engagement, personal growth and transformative change.



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### Impact Assessment

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Published by help-fully | LEARNING & CREATIVE INITIATIVES  
<https://help-fully.com> | 1st edition: Autumn/Winter 2026

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