


 [steveseager](#): [@MediaMiser](#) [@shonali](#): LOL! It's true, I swear! :) [#measurePR](#)
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 [shonali](#): 10 minutes to go, Q3: What's a [#measurePR](#) resource (post, etc.) you can share with the community today? (Please don't pitch your own stuff).
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 [pauseseaman](#): RT [@shonali](#): LOL! RT [@steveseager](#): Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' [#measurePR](#)
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 [neil_rubenstein](#): RT [@shonali](#): I know it's a cliché, but you can sometimes learn so much more from failure than success, all the more reason to measure. [#measurePR](#)
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 [shonali](#): [@MattLaCasse](#) Not at all, I'm very glad you're here! [#measurePR](#)
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 [cbarrett](#): RT [@JGoldsborough](#) RT [@ColbyWG](#): [#PR](#) students should be following [#measurepr](#). Measurement is huge, and IMO, <http://t.tl.gd/121sr2>
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 [MediaMiser](#): RT [@shonali](#): LOL! RT [@steveseager](#): Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' [#measurePR](#)
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 [shonali](#): I know it's a cliché, but you can sometimes learn so much more from failure than success, all the more reason to measure. [#measurePR](#)
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 [shonali](#): LOL! RT [@steveseager](#): Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' [#measurePR](#)
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 [MattLaCasse](#): [@prtini](#) [@shonali](#) I'd throw in fear of declining perception as well. (sorry to horn in!) [#measurePR](#)
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 [ColbyWG](#): people will always be afraid of failure. But that's where great research comes in - to set reasonable goals. [#measurepr](#) [@shonali](#)
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 [steveseager](#): [@MediaMiser](#) [@shonali](#) Re risk: a lot of PR is also C-suite vanity! Never bin asked on outcomes on making someone 'look good!' [#measurepr](#)
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 [vedo](#): Having to miss [#measurePR](#) chat today (bummer, it looks like a good one.) Too many spinning plates on school board meeting day.
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 [JohnFriedman](#): [@shonali](#) Increased measurement is akin to increased accountability. That frightens some, esp. since its often not direct link. [#measurePR](#)
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 [ZenRabbit](#): Yes, then they have proof of failure>RT [@shonali](#): Do you think people are frightened of failing if they set measurable outcomes? [#measurePR](#)
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 [SophieJodouin](#): RT [@MediaMiser](#): Q2: Measurement needs to be in and part of the strategy. You can't succeed if you don't measure it. [#measurepr](#)
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 [PRtini](#): [@shonali](#) Absolutely it relates to a fear of failure. And, fear of accountability. [#measurePR](#)
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 [dc2fla](#): Great question RT [@Dilennox](#): Diane from SAS here, lurking, multitasking. Is a relationship outcome or outcome? [#measurePR](#)
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 [shonali](#): You're from SAS, you tell me. :-;)RT [@Dilennox](#): Diane from SAS here, lurking, multitasking. Is a relationship outcome or outcome? [#measurePR](#)

· [Justin Bieber](#)
· [Gordon Brown](#)

Nifty queries:

- [cool filter/links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\(](#)