Plan to be Surprised

Remember in Comm. 100 class when you were assigned to create a five-year plan so you could more easily plan for your future endeavors? In reality, how many of those plans we made will be followed through?

In an article titled “*Four Lessons in Four Years*”, our current PRSSA National President, Rebecca Timms, explained the importance of having options; not just a life plan.

“I’ve found this to be a valuable perspective for life in general, but particularly a good outlook on today’s job market,” she says. “If your passion is in one industry, pursue it wholeheartedly. But if you’re like me and have a love for public relations that takes you in many different directions, know what your opportunities are and give yourself a chance to find your way.”

As a public relations student, there will be many opportunities that come your way. You must know what opportunities are good for growth and will teach you to be confident in the future.

“I never imagined I’d be PRSSA’s National President,” Timms said. “Be prepared to make sacrifices, put in long hours and make tough decisions, but know that in the end, the reward and satisfaction trump every challenge.”

So don’t have a strict “plan” for the future. Keep an eye out for exciting opportunities and take them. You will be surprised at where you end up.