

# **Pause.**

**Sometimes Stillness is the Strategy.**

# Power of the Pause

01

---



## Clarity Comes in *Stillness*

When you slow down, you create space to hear your own thoughts. Pausing helps you reconnect with your values, needs, and direction—without the noise.



02

---

## Rest Builds *Resilience*

A pause allows your mind, body, and spirit to reset so that you can return with strength, not survival mode.

03

---



## You're Not *Behind*

Your journey doesn't have to look like anyone else's. A pause isn't wasted time; it's where growth, healing, and clarity take root.

Dear SPDF Conference Attendee,

This "pause plan" is for you and is designed to center you in deep thinking about your career. You may never need the "pause plan," just like some businesses never need to use their crisis communications plan. As PR professionals, we know the value of a crisis communications plan and understand the importance of proactively preparing such a plan- it's for the "what ifs."

Life has a way of surprising us in beautiful and sometimes dark ways. Your "pause plan" allows you to anticipate the positive surprises that make our jaw drop. It equally gives you the ability to plan for surprises that may knock you back on your heels.

The process of preparing your "pause plan" is energizing and empowering. It reveals your personal career goals and helps you map out a plan to achieve those goals even in the event of a life surprise. You own 100% of your career equity. Leverage your "pause plan" to build that equity wisely, even if you find yourself on pause.

Sincerely,  
Mamie Ruth & Co.

- ✓ Scenario planning
- ✓ Personal budget
- ✓ Messaging
- ✓ Stress test plan
- ✓ Do nothing
- ✓ Return to work plan



## The *Pause* Plan

Following the foundational principles of Public Relations: RPIE - Research, Planning, Implementation, and Evaluation.













# Pause

**Sometimes Stillness is the Strategy.**

**Sonia S. Robinson, APR**  
**Founder, Speaker, Author**

256.509.5916  
sonia@mamieruthco.com

1300 Meridian St N Suite 200a  
Huntsville, AL 35801

mamieruthco.com  
@mamieruthco



**MAMIERUTH**&Co.