**ADAPTABILITY AND HUMANITY: THE CORNERSTONES OF OUR INDUSTRY**

We have spent years cultivating grind culture among students and professionals in the communications industry. We preach perfection. It's disheartening to think an industry I love won't give me space to be human.

Then we were hit by a global pandemic. This industry of constant go, go, go, took a halt. The communications industry had to pivot. This change required adaptability and humanity. As emerging professionals, we are the catalyst for this shift.

I'm the Firm Director of PRowl Public Relations, Temple University's student-run public relations firm. Like every other organization, the pandemic required us to adapt to a virtual model of communication. That ability to adapt is a crucial piece to shaping our industry going forward. Now, as restrictions are lifted and vaccines are widely distributed, the responsibility of turning around all the losses of the past 18 months and creating a connected organization of creative and talented individuals is on me—I need to adapt again.

If we want to cultivate creativity in this industry, we need to allow space for it to happen. Leaders must support the whole person, not just the employee. The "grind" culture stunts possibility because it rushes a process that requires time and dedication. By giving teams the creativity and space to work under deadlines, we can ensure people have the tools they need to be at their best.  We need to encourage associates to be honest about their capacity to approach tasks with vigor and focus. Supporting our valuable team members creates an environment that fosters creativity. No one can thrive in a toxic environment.

The future of creative industries depends on recognizing the trends rebuilding the credibility of our profession. We took a hit, but bouncing back includes recognizing the value of adaptability and humanity. Once we equip our teams with strength and support, our creativity will soar.

**Kyra Beckish is a senior at Temple University, majoring in Public Relations with a minor in Digital Media Engagement. She currently serves as the Firm Director of PRowl Public Relations.**