

# THE BUZZ

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## A message from PIC chair Sharon Aschaiek



Every once in a while I like to toot the horns of PIC members, who combined have an incredible wealth of expertise in professional communications. I always enjoy reading about their insights on key issues, current trends and useful strategies related to communications. Here are some recent articles by PIC members that you might find useful:

### [Design Thinking for Communication Professionals:](#)

This post features a video of Advantis Communications founding partner and IABC Canada East Region board member **Cyrus Mavalwala**, ABC, interviewing leading communication consultant, writer and lecturer Ezri Carlebach about how communicators can leverage design thinking methodology. They discuss the core parts of design thinking, and how it can help increase creativity and effectiveness in communications.

You can learn more about the bright ideas and incisive insights of PIC members by connecting with them directly at our next social on Oct. 4 – more details are down below.

Continued success,



**Sharon Aschaiek**

Chair, Professional Independent Communicators (PIC)  
Vice President, Special Interest Groups, IABC/Toronto  
[toronto-sig@iabc.to](mailto:toronto-sig@iabc.to)