



Making Government Work FOR Your Business

Strategies & tactics for making your point with government & elected officials



The Reach of Government

- ◆ 891 Federal Regulatory Authorities
- ◆ Over 2300 State Regulatory Agencies
- ◆ 4700 local and municipal governments
- ◆ More than 10,000 elected officials



The Advocacy Industry

- ◆ \$3 billion spent annually
- ◆ 14,000 lobbyists in Washington, D.C.
- ◆ Government spending is 1/3rd of gross domestic product

Fortune's Power 25

National Rifle Association

AARP

NFIB

American/Israel PAC

Trial Lawyers

AFL-CIO

Chamber of Commerce

Beer Wholesalers

Realtors

National Ass. of Manufacturers

National Ass. of Home Builders

American Medical Association



10 Steps Toward a Pro-Active Strategy

1. Evaluate threats & opportunities
2. “Monetize your priorities
3. Have an early warning system
- 4 “Hire” professional advocates
5. Mobilize your workforce & vendors
6. Get political
7. Build strategic relationships
8. Get the facts
9. Quantify the consequences
10. Remember:
They Work For You!

Good Tactics = Good Results

- ◆ Making your case with elected officials
- ◆ Lobbying the regulators
- ◆ Media Matters
- ◆ Talking to your employees





Elected Officials

Ask for help

Demand action

Thank you!



Regulators

- ◆ Be specific
- ◆ Know the facts & stick to them
- ◆ Understand their power & limitations
- ◆ Be flexible
- ◆ Never threaten
- ◆ Offer solutions
- ◆ Keep talking



The Media

- ◆ Have a story and be eager to tell it
- ◆ Understand the 10X Factor
- ◆ Choose the time & place
- ◆ Know what news is
- ◆ Don't wait for a crisis