Speaking so they will listen: an introduction to government relations

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Who influences you?
People you trust

People you like

People in authority

People you have a reciprocal relationship with
Develop a reputation for authority
Be trustworthy
Develop a reciprocal relationship
Be likeable
SO WHAT SHOULD YOUR DEPARTMENT DO?
Think long term, and think relationships

• Why are you doing this?
• What is your USP? What can you offer?
• Who do you need to have a relationship with?
• When is it best for you to make interventions?
Strategy

Allies

Assets

Bottom line

Enemies

Threats

Timescale
QUESTIONS
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