

UAS Conference Series 2013/14



Speaking so they will listen: an introduction to government relations

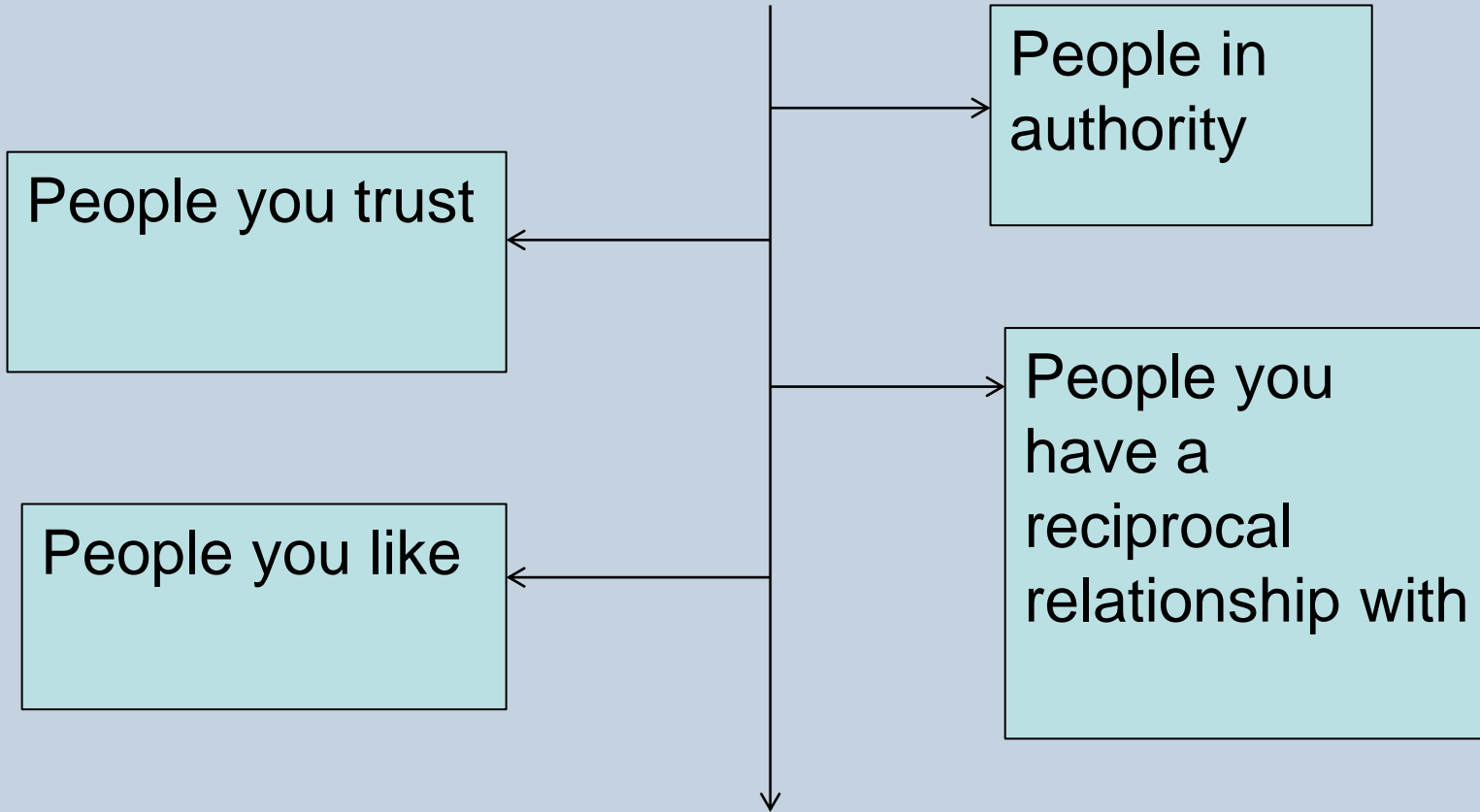


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Who influences you?





Develop a reputation for authority

John Lewis



Be trustworthy



Develop a reciprocal relationship



Be likeable



SO WHAT SHOULD YOUR DEPARTMENT DO?

Think long term, and think relationships

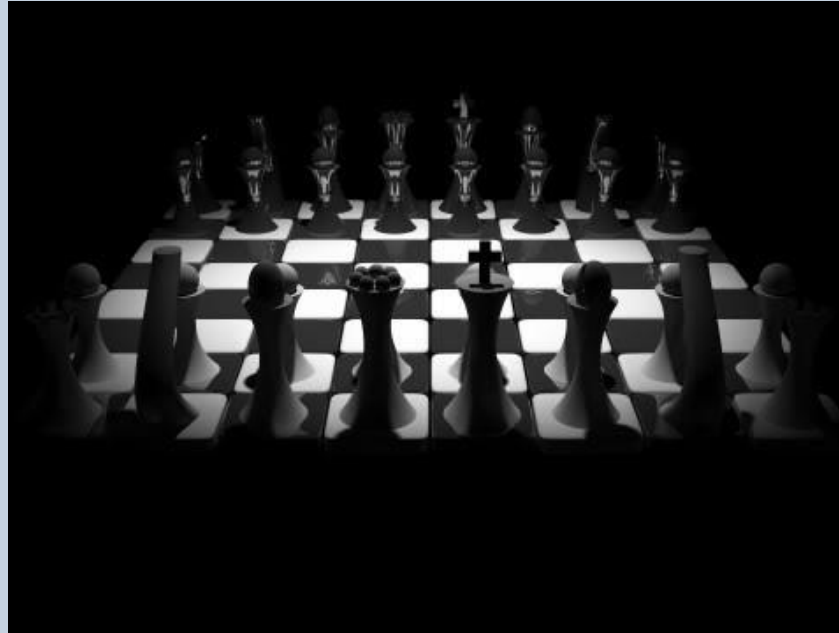
- Why are you doing this?
- What is your USP? What can you offer?
- Who do you need to have a relationship with?
- When is it best for you to make interventions?

Strategy

Allies

Assets

Bottom line



Enemies

Threats

Timescale

QUESTIONS

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