



Relationships, Partnerships and Public Policy

Presented by:
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President Emeritus



Who has the job responsibility for public policy in your organization?

Who has the responsibility for strategic partnerships, relationship building?

- One of the most important things you can bring to an organization is your ability to develop strong – positive relationships
- Life is a contact sport....play hard



Partnerships

- Concentrate on win-win scenarios
- Have a “give more than you get” mindset
- Give credit, say thanks publicly
- Act like a partner
- Don’t ignore non-traditional possibilities – such as Florists

Public Policy

Includes:

- State and national laws
- Regulations
- Interpretation of regulations
- Sharing information
- Helping to develop a positive & practical policy
- Building relationships with others (such as lawmakers, regulators, other businesses and groups, opinion leaders, local leaders, etc.)



10 Irrefutable Laws of Public Policy



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- 1. Elected officials have two rules:**
 - 1. To get re-elected**
 - 2. To never forget rule #1**



2. **The press may thrive on controversy; public servants don't.
(Unless it helps with Rule #1.)**



3. Every public official wants to fight dragons and save damsels, make sure you're a damsel.



4. Don't wait until you have a problem to get to know your public officials.



5. Every problem has at least two viable solutions – yours might not be one of them.



6. The other side has righteous points also.



- 7. Staff, board and commission members are great resources. So are the press, voters and employers. Develop your strategic partners, and remember, there's no such thing as a good one-sided deal.**



8. Don't over ask. Pick your issues – win the war, not just the battle.



9. Falling on your sword can be painful.



10. Don't always believe the lion's roar.



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