

SCALING UP 2016

GETTING YOUR MESSAGE THROUGH



IT HELPS IF YOU'RE GROUNDED IN REALITY

- **IF YOU'RE NOT ON THEIR AGENDA, AND YOU'RE ASKING FOR A MEETING, YOU'RE AN INCONVENIENCE**
- **YOU NEED TO BE PREPARED TO SPEND TIME AND MONEY TO GET NOTICED**

GOVERNMENTS ARE MOTIVATED BY TAKING CREDIT AND AVOIDING BLAME

- **HOW CAN YOU GIVE THEM A WIN**
- **HOW CAN YOU HELP THEM AVOID A FAILURE**

WHAT ARE THE FACTS

- **HISTORY**
- **INITIATIVES**
- **ATTITUDES**

HOW TO CRAFT YOUR MESSAGE

- **BORROW THEIR LANGUAGE**
- **TRY TO SQUEEZE YOUR ISSUE INTO THEIR AGENDA**
- **BREAKTHROUGH WITH A GREAT LETTER OF INTRODUCTION**

USE STORIES, ANECDOTES AND EXAMPLES

- **SUPPORT WITH DATA, FACTS AND EVIDENCE**

BRING THEM SOMETHING OF VALUE

- **YOUR GOAL IS TO MAKE SURE THEY ARE HAPPY TO SEE YOU**

SEE THE RIGHT PEOPLE

- **IN THE RIGHT ORDER**

BUILD RELATIONSHIPS

- **PRO TIP: YOU NEED TO DO SOME HOMEWORK**
- **IT'S NOT ABOUT THE MINISTER**
- **YOU HAVE A RELATIONSHIP ONCE THEY ARE ALSO PREPARED TO HELP YOU**

THE APPROACH

- **NO PLAN SURVIVES CONTACT WITH THE ENEMY**
- **THE OODA LOOP**

RESPECT THEIR TIME AND THEIR AGENDA

- **DO NOT CONSTANTLY SEEK MEETINGS**
- **DO STAY IN TOUCH**

A FRIEND IN NEED IS A FRIEND INDEED

- **YOUR VALUE AS A STAKEHOLDER INCREASES IN PROPORTION TO YOUR WILLINGNESS TO HELP DURING A POLITICAL CRISIS**

DEEPENING THE RELATIONSHIP

- **LOOKING FOR WAYS TO SUPPORT KEY DECISION MAKERS**