

Influencing Public Affairs



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10 typical lobbying pitfalls



1. Destinationless travelling

We throw ourselves into lobbying campaigns without surveying the key actors.

2. Starting too late

We start the lobbying campaign when the decision making process is already all over the news.



3. Separate call-upons

Instead of maintaining a continuous contact with decision-makers, we petition them only when there's a problem.



4. Separate efforts



Lobbying tend to be on short-term base while the political goals tend to be long-termed.

5. Hiding in the dark



Influencing political decision-making is often made in secret. Coordinate lobbying and pr!



6. Doing what's expected

Unexpected alliances generate greater penetration and political impact.

With that in mind, how come we tend to choose the expected cooperation partner?



7. Making enemies instead of making friends

Why not try to find common denominators instead of rushing into conflicts?

8. Can give a guided tour of Paris but not of our nearest village



**We set up long-term goals but fail to set up
the short-term ones.**

9. Believing that “the boss” really is the boss

**We want to see the minister, when we
really should be looking for her secretary.**



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10. Unnecessary aggressiveness...



We tend to put decision-makers in an awkward position, when we really should help them keep their promises.

Conclusion

- Be brave
- Be smart
- Have patience
- Learn from others
- Set up short term goals and be specific

But most important of all – Have fun!

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