

POLITICS

UNDERSTANDING HOW DECISIONS OUTSIDE & INSIDE
THE OFFICE ARE MADE

DEFINING POLITICS

- What? Way people make decisions
- Who? Individuals living in groups
- How? External & Internal Facets

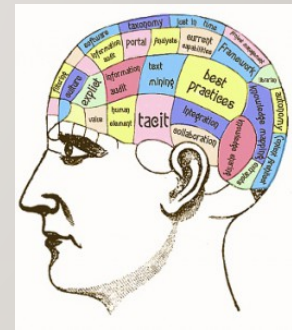


NOT WHAT I HAD IN MIND...



KNOWLEDGE IS POWER

- Understand operating structure
- Understand operating climate
- Know value / place in universe
- Know how good decisions made

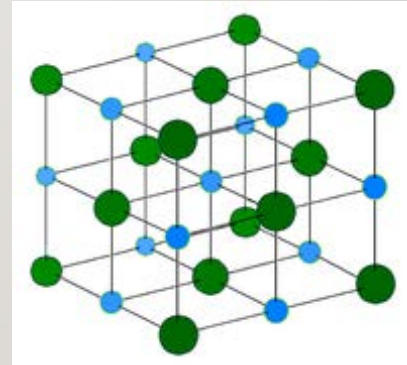


STATE FOCUS—NOT CONGRESS



UNDERSTAND OPERATING STRUCTURE

- Ohio General Assembly
 - 99 House Members
 - 33 Senate Members
 - Legislative Staff
 - Leadership Elected by Political Caucus
 - Committee Structure & Assignment
 - Process



<http://www.lsc.ohio.gov/guidebook/default.htm>

GOVERNOR

- Governor & Cabinet
 - Executive Assistants to Governor
 - Department Directors & Legislative Liaisons
 - Statewide Boards & Commissions
 - Mission Identification
 - Power Structure



EXECUTIVE OFFICES

- Statewide Elected Officeholders
 - Attorney General
 - Secretary of State
 - Auditor
 - Treasurer
- Mission & Key Staff Identification
- Future Political Ambition & Alliances



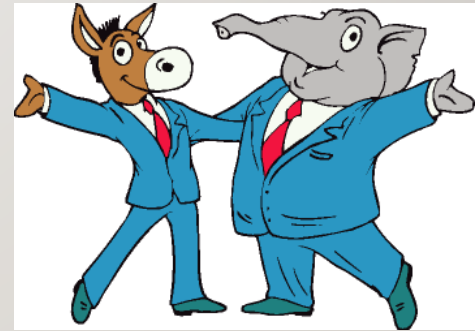
LOCAL GOVERNMENT

- Understand Local Structure
- Understand Powers & General Authority
 - Boards of County Commissioners
<http://www.ccao.org/county-commissioners-handbook>
 - Mayors & City Councils
<http://www.omloho.org/>
 - Township Trustees
<http://www.ohiotownships.org/>
 - Relevant Boards & Commissions



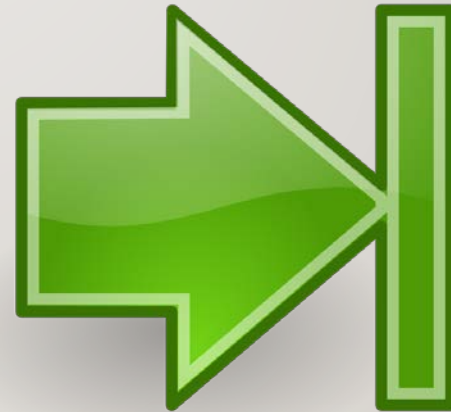
UNDERSTAND OPERATING CLIMATE

- Partisan Control
 - GOP Super Majorities in House & Senate
 - House: 65 R / 34 D
 - Senate: 23 R / 10 D
 - Identify Caucus Micro Alliances



UNDERSTAND OPERATING CLIMATE

- Term Limits
 - 8 consecutive years in one chamber
 - Make your mark
 - Narrow focus
 - Need external help
 - Fundraising pressure
 - Frayed loyalties



UNDERSTANDING LOCAL CLIMATE

- Know players
- Know where alliances reside
- Don't assume kinship based on party ID

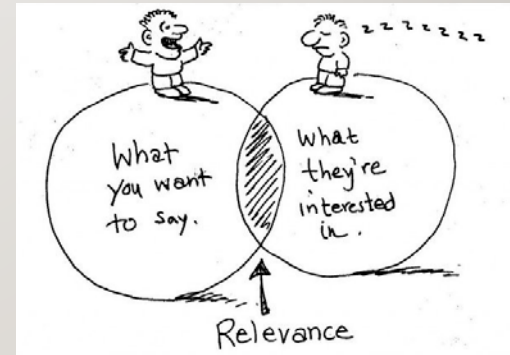
UNDERSTAND YOUR VALUE

- Define Industry / Impact
- Specific
 - Economic
 - Cultural
 - Service
 - Personal, if applicable



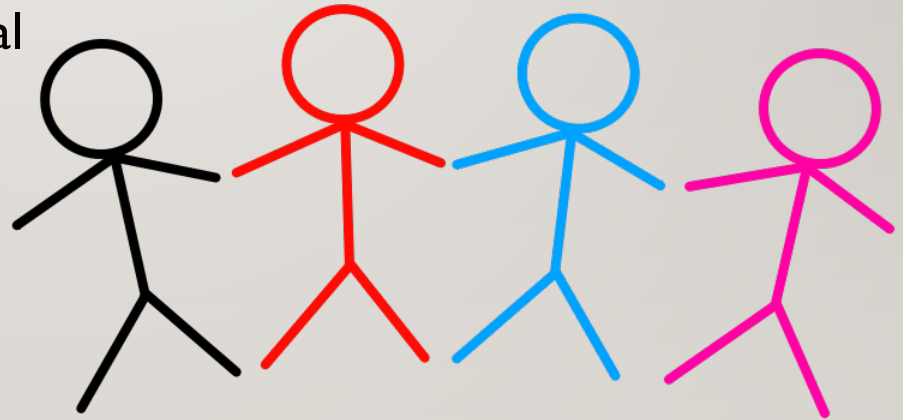
UNDERSTAND YOUR VALUE

- Make It Relatable
- Facts into Stories
 - Complex, break it down
 - Regulatory, make it relevant
 - Business, make it about jobs & community



UNDERSTAND YOUR VALUE

- Map Relationships
- Relationships are Capital
 - Legislators
 - Local Government
 - Civic Groups
 - Political Organizations
 - Charitable Boards



BUILD RELATIONSHIPS

- Know Before You Need
 - Background / Bio / find connections
 - Be a resource for info and knowledge
 - Be responsive and approachable
 - Be honest
 - Create opportunities for others to help



GOOD DECISIONS INVOLVE 4 QUESTIONS

- Who cares?
 - Who genuinely wants to help
- Who knows?
 - ID expertise, new info
- Who must agree?
 - Whose cooperation needed / authority & influence
- How many people worth involving?
 - Fewest needed to make decision, involve others to gain commitment
 - Source: Crucial Conversations Patterson, Grenny, McMillan, Switzler

PUT IT ALL TOGETHER

- Know and work within structure and climate
- Understand and articulate core value
- Build and leverage relationships
- Remember basics of good decision process

