

Hiring and Managing Consultant Lobbyists

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Deciding on a Consultant vs. Full-Time Employee?

Questions to Ask:

- What is your budget?
- What is the length of the project?
- What are your policy objectives?
- Who do you need to influence?
- What expertise or knowledge do you need?
- What coverage gaps do you need to fill?



How to Find and Hire a Contract Lobbyist

Step 1: What are you looking for? What skill set do you need?

Step 2: Ask respected friends and government staff who they like and recommend

Step 3: Put together a pool of possible applicants

Step 4: Reach out for informal conversations

Step 5: Do a check for conflicts

Step 6: Ask for a formal pitch



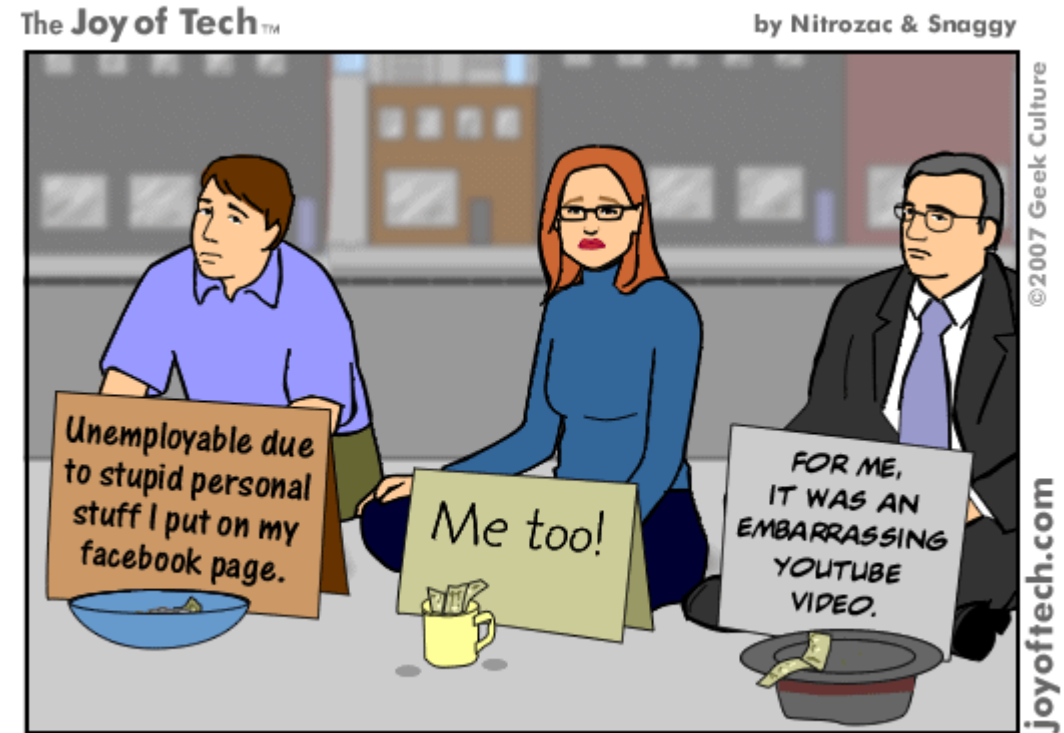
Other Relevant Factors in Hiring

Social Media

- Valuable tool for self-promotion, but also risky
- Reflection of the company/organization

Diversity

- Ethnicity/Background
- Political views
- Subject Matter Expertise



Signs of the social networking times.

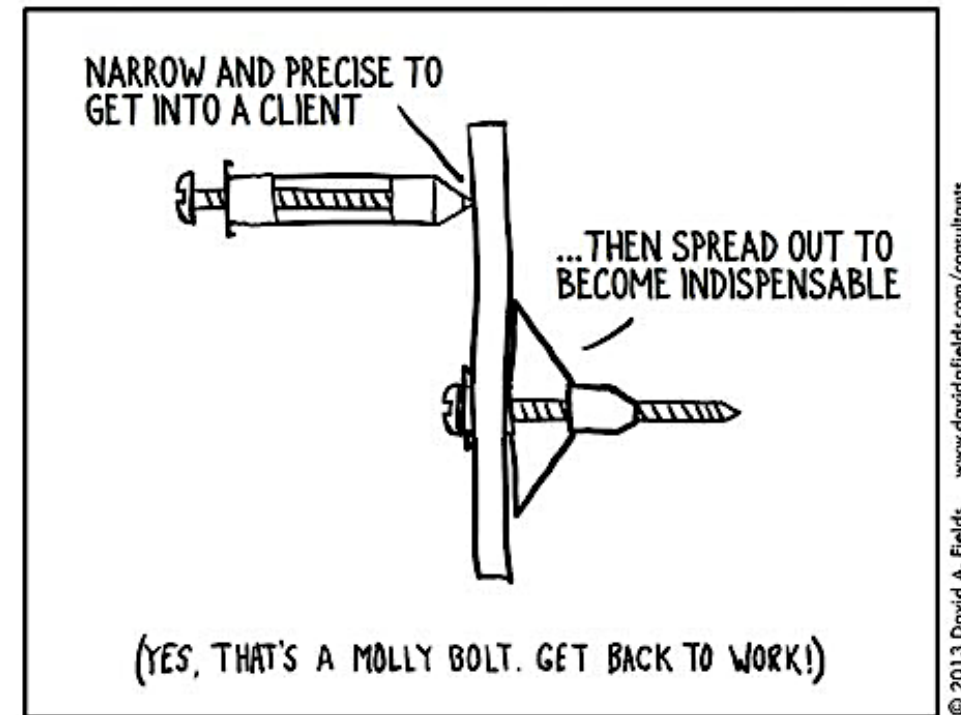
How to Achieve Results with Consultants

- Set clear expectations
- Have regular meetings and require attendance
- Communicate and set weekly and monthly tasks and goals
- Encourage them to be proactive and creative
- Establish an ongoing dialogue
- Create “Tiger Teams”
- Ensure that they serve the entire team
- Ensure they are additive, not competitive
- Track accomplishments

Tips on Evaluating Performance

- Does the consultant wait for you to ask them to do something or are they proactive?
- Does the consultant hustle and show you that they value their business relationship with you?
- Does the consultant seek to make themselves indispensable?
- Don't be afraid to start small and scale up.

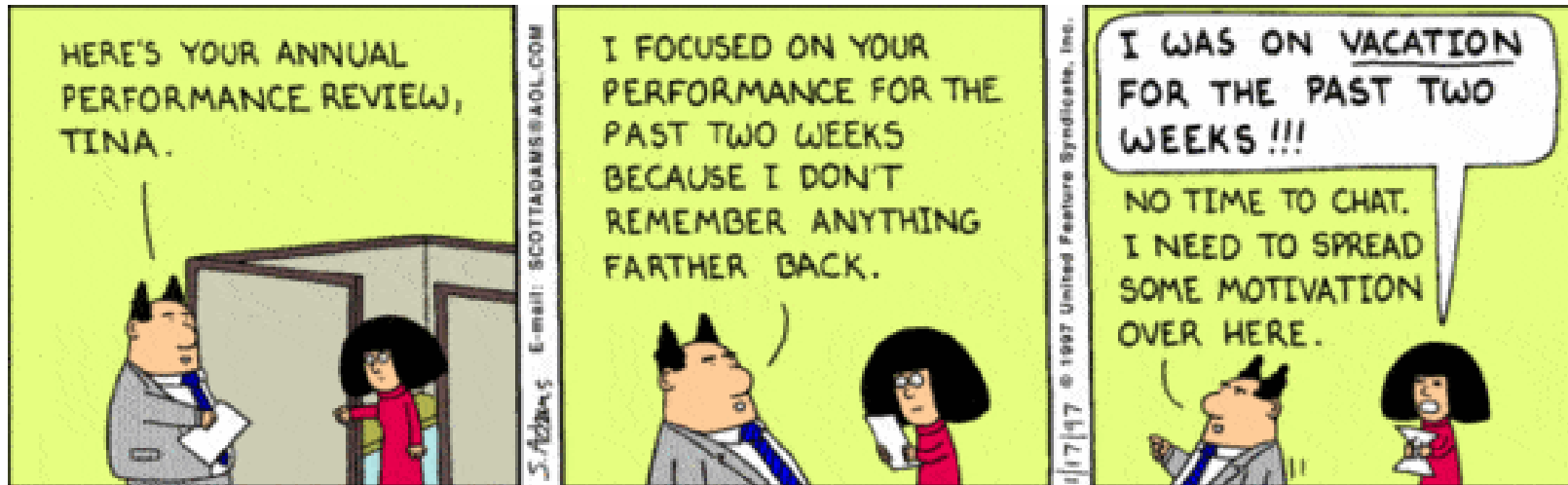
THE TOGGLE BOLT APPROACH



Source: davidafields.com

End of the Year Accomplishments

- Don't let the “power of incumbency” cloud judgment
- Request an end of year meeting
- Require a detailed list of accomplishments
- Ask for feedback
- Be prepared to be asked for a raise



Main Reasons Contracts End

- Budgets, Elections, Changes in Priorities
- Unfortunately, these shifts usually occur as we enter the Holiday Season



How to End a Contract

- Be honest, respectful and gracious
- Be prepared for a request for a second chance
- Keep things open for the future

