

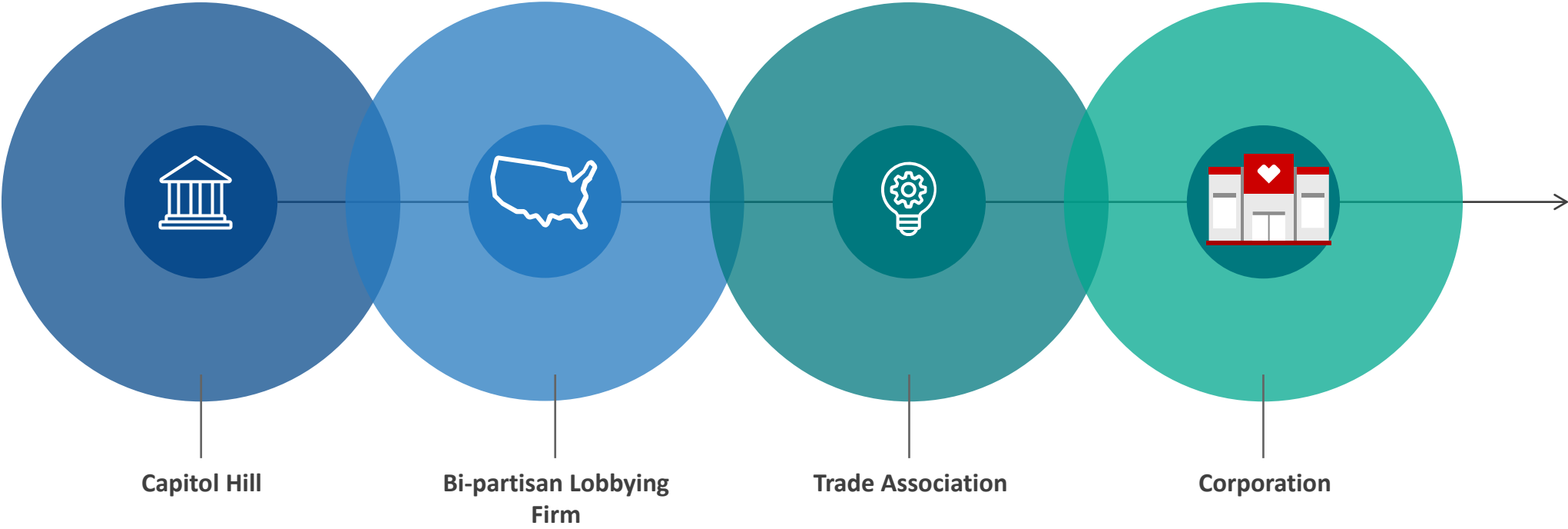
Public Affairs Council

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Career Pathway



Assuming the Role

First Days Critical Activities

Why? ○

Why were *you* brought in

Key notes from interview process
Clear purpose/goal

Assessment ○

Your Team and Your Assets

Get to know your full team, not just your directs
Travel to them
Listen *more* than you talk

Support Structure ○

Internal Connections

Formal on-boarding plan should include key executives and colleagues
Finding key peers

Priority Setting

Resources

Budgets

Audience

Possible Key Audiences

- CEO
- Executive Team
- Investor Community
- Board of Directors
- Elected Officials
- Regulators

Priorities

Business Strategy

The priorities for your function should follow the corporate strategy

You work on what's important to the leadership team

Some companies fund by business line

Budget

Resource allocation should reflect priorities

Communication

Claim your space

Regular updates to colleagues
Speak to your role in meetings
Highlight your team

Show & Tell

Find opportunities to grow lobbyists

Elements for Success

