

**Creating and  
Managing a  
Global Issues  
Tracking System  
That Works**

# Why a Global Issues Tracking System is Crucial

Key objectives for today's session:

- Understand the methodology behind setting up a system
- Learn how to measure its impact
- Explore effective communication strategies for demonstrating value
- Learn how AI can fit into your strategy

# Setting Up an Effective Issues Tracking Process

- Identifying key global issues impacting your industry
- Mapping issues by region, policy, and geopolitical relevance
- Leveraging technology for real-time tracking and alerts
- Agreeing on a centralized hub to drive alignment across internal/external teams
- Putting “boots on the ground” in the right places

# Managing Global Issues Across Borders

- Challenges of managing issues in diverse political and legal environments
- Collaborating with global teams: best practices
- Building relationships with key stakeholders in different regions

# Measuring the Value of Your Tracking System

- Quantifying the business impact: risk mitigation, cost savings, and opportunities identified
- Tools to visualize impact: dashboards, reports, and data visualization

# Communicating the Value Internally

- Framing global issues in business terms: ROI, risk management, and strategic advantage
- Effective reporting: customized, actionable reports for different business units
- Aligning with organizational goals: presenting to C-suite and cross-functional teams

# Overcoming Internal Challenges

- Identifying key internal stakeholders: Legal, Compliance, Operations, Subject Matter Experts, etc.
- Maximizing existing tools and resources (e.g., collaboration platforms)
- Ensuring cross-functional alignment and engagement

# Managing Global Risk in Geopolitical Uncertainty

- Key risks: political instability, regulatory changes, and geopolitical conflicts
- Scenario planning: anticipating and mitigating external threats
- Real-world examples: Conflict in Israel, AI policy, etc.
- Leveraging external expert analysis to stay ahead

# Building a System that Drives Results

- Recap of steps: Setting up, managing, measuring, communicating
- Key takeaways: A well-executed issues management system drives risk mitigation and opportunity identification

# Utilizing AI in Government Affairs

## Suggestions:

- Automated Policy Summaries, ask for your specific format!
- Ask questions about a bill - does this bill contain information about X specific topic?
- How do these two bills compare?
- Draft position statements
- Understand the opposing side's position
- Help you in your own workflow (build me a powerpoint outline!)