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Goals, Strategies and Department Assessment for GR Professionals

Allocating Team Resources

Internal Resources

- Staff experts – outside the government affairs function, invaluable issue specific experts abound; with historical perspective and industry knowledge
- Member experts – nothing beats hearing straight from the horse's mouth; engaging member experts can be key to driving a point home

External Resources

- Leveraging key organizational memberships to promote strategic issues
- Reciprocate the benefits of these memberships with member partners
- Coalition partners



Showing ROI to Senior Management

- Identify the goal
- Member buy-in
- Share, share, share – from plan inception through ultimate result
- Highlight “*measurables*”
 - End of year report - where legislation passed/killed/avoided
 - Key issues – win/loss
 - Member satisfaction



Best Practices for Goal Setting

Internal

- Listen and learn from your team
- Collaborate
- Act swiftly, but realistically
- A couple early wins go a long way

External

- Listen and learn from your members
 - their priorities are your priorities
- Include them in the process
- Manage expectations



Integration with Other Association Functions

Stay current on what your peers are working on – it could end up in your world very soon

- Listen
- Read
- Talk
- Share
- Impose – membership is everyone's responsibility!

