



Public Affairs
Council

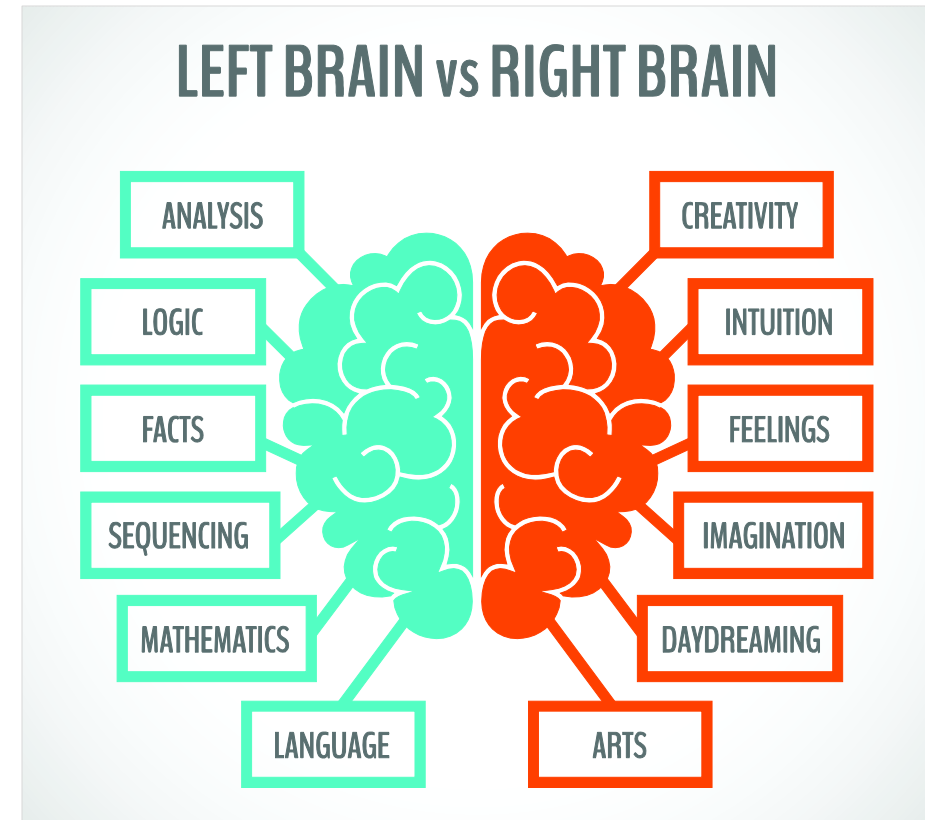
A Few Tips for Measuring the Value of Government Relations

Understand the Value Proposition

- Freedom to operate
- Cost avoidance
- Market opportunity or advantage
- Speed and productivity

Create a Measurement System with Meaning

- Metrics should serve as a means to track improvement, not as a way to justify the department's existence.
- Metrics should speak the language of management.
- Metrics should reflect a company's culture.
- Metrics should focus on impacts, not actions -- unless those actions are KPIs.



Most Common Measurement Tools

Objectives achieved	91%
Legislative wins and losses	76%
Internal stakeholder satisfaction	74%
Costs reduced/avoided	68%
Revenue created	52%
Employee involvement	41%
Volume of activity	37%
External stakeholder satisfaction	36%
General public perception/attitude	36%

Source: *State of Corporate Public Affairs*, Public Affairs Council, 2020

Remember: Prioritize Measuring over Counting

1. Counting vs. Measuring

- Internal/local reference point vs. global reference
- Where we are vs. where we're going
- What data is vs. what it means

2. Outputs vs. Outcomes

- Inputs and outputs are activities
- Outcomes = value produced
- It's about moving the dial



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MANAGE YOUR WORLD

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