

# Skills and Competences of a Successful Lobbyist

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# Let's Talk About...

What are the skills and competences that make a successful lobbyist?

How can individuals develop their leadership potential and have a stronger impact on their team and organisation?

How can public affairs professionals lead their organisations in adapting to new realities, and embracing and driving change?



# A Successful Lobbyist

*A successful lobbyist is an ambassador of the cause s/he represents: s/he creates and uses all opportunities to advance strategic objectives, shape positive branding and amplify its impact, skillfully adapts to different audiences and circumstances but never loses the bigger picture from sight, works behind the scenes to avoid crisis from happening but stands ready to swiftly put down the fire before it spreads.*



# Current Market Settings

- NATIONAL / EU / GLOBAL CONTEXT
- INCREASED VOLATILITY DUE TO GROWING POPULISM AND NEW STAKEHOLDERS
- TRADITIONAL "OFF-LIMITS" BECOME THE NEW NORMAL
- GROWING COMPLEXITY OF ISSUES
- CHANGE HAPPENING AT AN EVER-INCREASED SPEED
- US & UK HQ ORGANISATIONS ESTABLISH/ INCREASE PRESENCE IN BRUSSELS



# Real Life Example

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A relatively small industry association we worked with used to elect its Secretary General from amongst the membership. S/he would visit Brussels every month or two for meetings as lobbying opportunities were perceived as limited.

Driven by the shift in the lobbying dynamics (increased pace, new stakeholders, greater potential impact of lateral conversations on the industry), they have decided to hire a new Secretary General to be stably based in Brussels.

Smaller associations need to professionalize their approach to lobbying to stay relevant. What they look for are professionals that are flexible, able to translate between the national and EU dimensions, independent and able to function as a one-man band.



# Drive Impact

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- THE BASE: KNOW WHO IS WHO & HOW THEY CAN HELP YOUR CAUSE
- HAVE A GLOBAL VISION AND BE ABLE TO LINK THE DOTS
- BE CREATIVE & PROACTIVE → SHAPE & CONTROL THE NARRATIVE
- BE ABLE TO BUILD ALLIANCES ACROSS INDUSTRIES & STAKEHOLDER GROUPS
- BE A TRUSTED ADVISOR – KNOW YOUR STUFF
- OFFER SOLUTIONS
- BRING BACK MEANING AND PURPOSE



# Real Life Examples

We worked with a trade association on a senior advocacy appointment.

They deal with raw materials broadly used, and therefore regulated, in the EU, yet essentially not being sourced in the EU at all.

**The ability to understand and successfully work within the national, EU and global context was key for the successful candidate in securing the placement.**

A global rights-focused NGO we worked with was looking for a proactive professional, able to drive narrative and build alliances across stakeholder groups.

Causes they advocate for can only be properly addressed if institutions, industry and other stakeholders act in concert.

**They needed someone who can link the dots and be a credible connector between stakeholders.**



# Real Life Examples

An important traditional industry association, investing greatly in innovative solutions, was looking for a professional at the intersection between public affairs and communications because they realized in today's world of information overload and chaos, you need to proactively shape your own narrative.

The groundwork is the basis but being a credible source of information with a solution-oriented mindset is what makes the difference.

In a world of growing complexities and issues that go beyond one industry or sector, the winning strategy lies in proposing a good (even if not perfect) and workable solution. It's better than having none.





# Lead In Times of Change

**UNDERSTAND  
THE PATH OF  
CHANGE:**

- LEARN
- UNLEARN
- RELEARN

**STAND BY YOUR  
ORGANISATIONAL  
VISION AND  
VALUES**

**GIVE TEAM  
MEMBERS  
OWNERSHIP**

**BE A PLAYER,  
NOT A VICTIM**

# Real Life Examples

A large traditional industry association we worked for was looking for a new leader to drive the organization to the future.

They needed someone able to translate the deep understanding of policy developments in Brussels into projecting future trends and guiding traditional and risk averse members towards a more proactive engagement.

The key advantage of the successful candidate was the **ability to inspire and drive new change mindset.**

An international non-for-profit organization we worked with on a leadership recruitment was victim to unresolved toxic team dynamics.

While EU and advocacy-relevant knowledge was the basis, the **competitive advantage was not sectorial expertise but rather the ability to empower team members by giving them ownership of their work.**

Embracing rather than fearing change helped restore team's trust in the organization's values and vision.



# Top 5 Skills of a Successful Lobbyist



- Persistent in advancing strategic objectives
- Proactive in shaping opportunities to drive engagement, advance cause or reinforce positive branding
- Flexible in adapting to audiences and circumstances
- Strategic in when, how and whom s/he approaches to get support
- Knowledgeable and reliable when sharing information

# Showcase Your Value - CV



## DOs

- Tell me what you do and how you can help me
- Quantify and qualify your impact
- Showcase chosen relevant experience and achievements
- Follow the KISS rule & check grammar and style
- Use formatting to your advantage



## DON'Ts

- Avoid using too many general descriptive terms
- Don't try to include every detail
- Too minimalistic is not good either
- You want to stand out but don't go too creative on layout / font / style
- Be cautious with name dropping unless substantiating a point

# LET'S STAY IN TOUCH

**ANNA KOJ**

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#EUDAS19



The illustration features a dark blue upper half with seven yellow stars, reminiscent of the European Union flag. A large, stylized blue fist is raised in the center, holding a white smartphone. Below the fist, a light blue silhouette of a city skyline is visible, including recognizable landmarks like the Eiffel Tower and the Leaning Tower of Pisa. The entire scene is reflected in a light blue area at the bottom, creating a mirror effect. The text is positioned in the bottom left corner of the image.

# **2019 European Digital Advocacy Summit**

**3 December 2019**