The Art of Influence: Achieving Positive Change in Partnership with Government

1 : Get your “house in order ”

- To effectively influence government decision-making processes, organizations must first ensure **internal readiness**:
  - Identify key competencies/roles
  - Assemble the team, build capacity
  - Invest in foundational relationships
  - Show value and credibility

Example : Negotiation with **First Nation Land Management Advisory Board** on renewal of funding formula and legislative amendments

2 : Develop your vision and a plan to realize it

- Engage your membership
- Scan your environment
- Assess past successes/challenges
- Bring forward data, studies, research
- Consider the current political environment – opportunities and constraints.
- Develop, document, communicate your vision and key priorities
- Assemble your critical path
- Secure your mandate

3 : Allow for co-development

Seek opportunities to bring parties together to:

- Leverage knowledge, expertise
- Build mutual respect and trust
- Bring them along with your vision
- Ask clarifying questions
- Identify shared interests
- Assess options and a solution that you can move forward on together

4 : Know the key decision-makers and the decision-making timelines

- **In your organization:**
  - Your superiors
  - Board of Directors
  - Membership
- **In government:**
  - Ministerial briefings
  - Cabinet decision
  - Budget decision (Pre-budget process)
  - TB decision (supply considerations)
- **Work together to sell it and garner support:** site tours, invitation to annual conference, support/testimony at Committee

5- Be ready to implement

- Influencing policy is only part of the equation—being prepared to implement **is critical**.
- When the decisions are made, timelines for action **can be short**, and opportunities can be lost if the organization is not ready.
- This means having the capacity, resources, and operational plans in place to **move quickly from advocacy to delivery**.