

PRIORITY ALIGNMENT ROUNDS

Concept Maturity



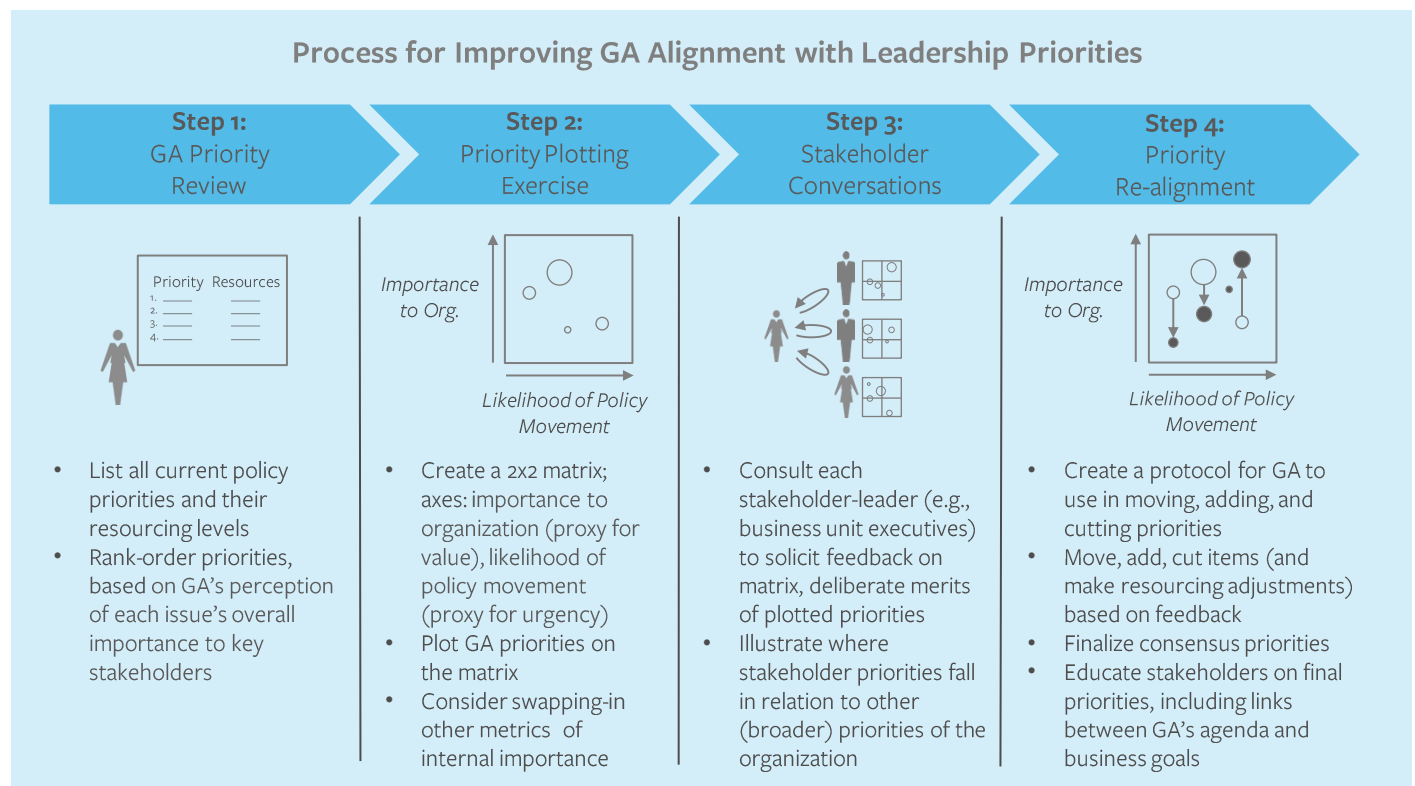
Source:

Member Interview

CONCEPT DESCRIPTION

Government Affairs (GA) leader diagrams the GA team's policy priorities, illustrating each priority's level of resourcing, perceived importance to the organization, and likelihood of movement from a legislative or regulatory perspective. Leader then shops this diagram to all senior leaders within the organization (e.g., C-suite members, heads of business units) individually, using it as a visual aid to share GA's perspectives, open a discussion about alternative (competing) priorities, and clarify opportunities for GA to further train its energies on issues that are best supported internally.

KEY COMPONENTS



CASE FOR CONSIDERATION

Chief Outcome: Approach may accelerate stakeholder consensus on a specific, articulated vision of how GA resources will be allocated to maximize GA value to the organization.

Ancillary Benefits: Owing to the above, tactic improves GA's ability to ensure senior stakeholders' expectations about GA's performance are realistic; to both deliver value and communicate value to the organization; to understand key stakeholders' assumptions and needs (for future planning); and to build internal championship for GA initiatives and plans.

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