

PRIORITY ALIGNMENT ROUNDS

Concept Maturity



Source:

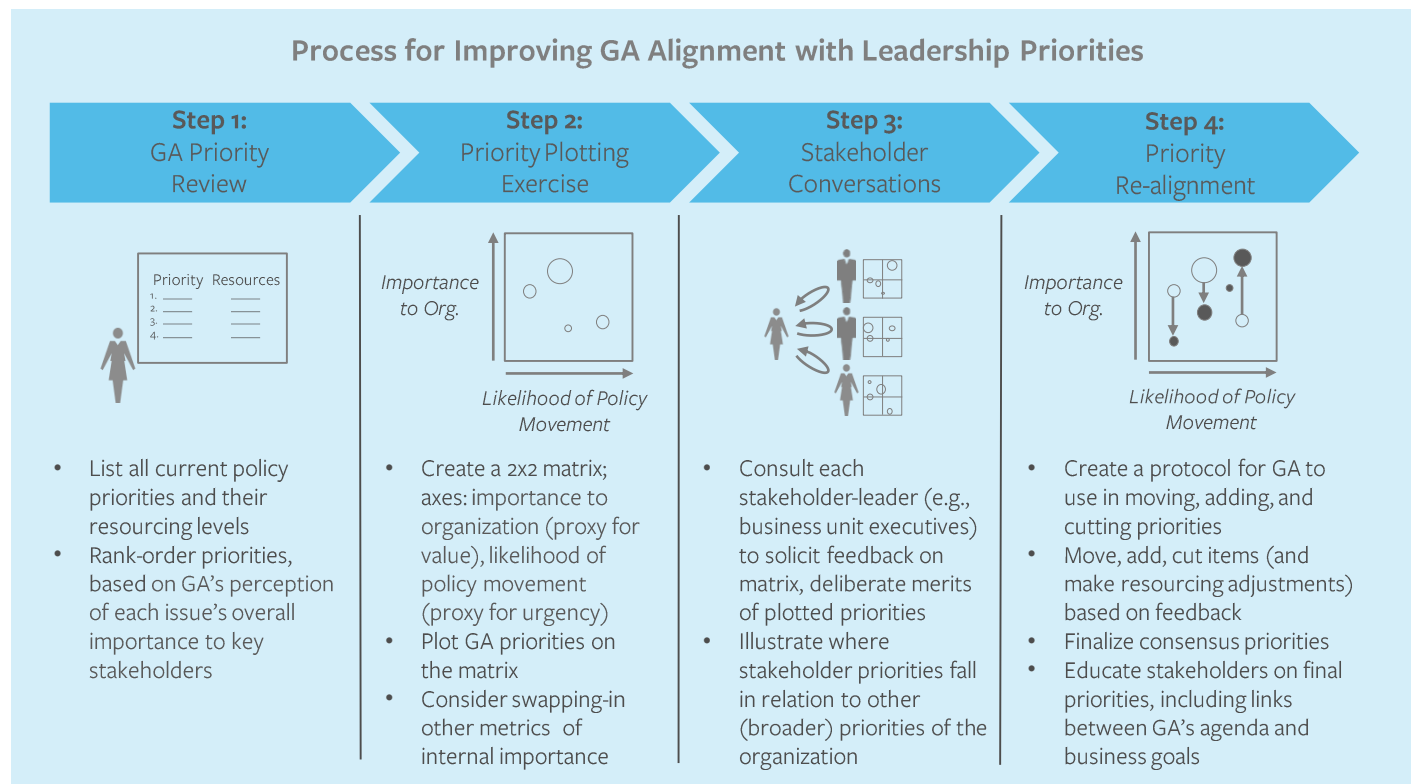
Member Interview

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

Process for Improving GA Alignment with Leadership Priorities



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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