Government Analytica's Structured Advocacy Process

Organization and Design

Pillar I - Foundations

1. **Introducing the Structured Advocacy Framework (SAF)**
   – Overview of the three pillars (ELP Stakeholder Playbook, 5-Factor Public-Value Analysis, 3SE Engagement Strategies) and how they interlock to guide effective advocacy.
2. **Stakeholder Mapping & Profiling (ELP Playbook)**
   – Techniques for identifying and categorizing Executive Branch, Legislative Branch, and Pressure Group stakeholders by role and alignment (in-favor, neutral, opposed).
3. **Policymaker Personas & Segmentation**
   – Building detailed personas (policy interests, decision-making styles, institutional constraints) and segmenting contacts by influence and interest level.

Pillar II – Public Value: Crafting Compelling Public-Value Arguments (5PV)

4. **Government Efficiency & Operations**
   – Framing your proposal in terms of enhanced public-sector capacity, streamlined processes, and better policy alignment.
5. **Economic Value**
   – Quantifying job creation, revenue impacts, and regional economic stability to build fiscal arguments that resonate with budget-focused officials.
6. **Social Value**
   – Articulating benefits to community well-being, equity, and public health, tying your initiative to societal outcomes.
7. **Environmental & Sustainability Value**
   – Demonstrating how your proposal supports climate goals, resource conservation, and resilience— key considerations for modern policymakers.
8. **Innovation Value**
   – Showcasing technological advances and public-private R&D collaborations that drive long-term competitive advantage and civic benefits.

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Pillar III: Engagement: Stakeholder Engagement Strategies (3SE)

9. **Amplifying the Voice of Supporters**
   – Strengthening in-favor stakeholders through resource provision, coalition-building, and public endorsements.
10. **Converting Neutrals through Education & Dialogue**
    – Tailored outreach for undecided policymakers, addressing concerns with data-driven briefs and interactive sessions.
11. **Mitigating Opposition & Navigating Dissent**
    – Thoughtful counter-messaging, fact-based rebuttals, and finding common ground to blunt the impact of opponents.

Pillar IV - Communication: Skills & Collaterals

12. **Storytelling**
    – Structure ("progress to date," "gaps," "call to action"), formatting, and visual design for two-page decision-maker briefs.
13. **Writing Impactful White Papers & Briefs**
    – Structure ("progress to date," "gaps," "call to action"), formatting, and visual design for two-page decision-maker briefs.
14. **Crafting One-Pagers & Effective Emails**
    – Condensing key messages into single pages or concise emails that respect busy schedules and prompt action.
15. **Designing & Conducting Effective Meetings**
    – Three-phase meeting structure (opening, gap analysis/contributions, call to action), follow-up protocols, and stakeholder etiquette.

Pillar V - Execution: Planning, Execution & Continuous Improvement

15. **Defining Strategic Objectives & Engagement Calendars**
    – Setting SMART goals, aligning with legislative and budget cycles, and building a campaign calendar to pace outreach.
16. **Building Relationship Infrastructure & Institutional Memory**
    – Establishing key-account teams, CRM systems, feedback loops, and playbooks to ensure continuity and scalability.
17. **Measuring Impact & Refining Tactics**
    – Quantitative and qualitative metrics, dashboard design, post-campaign reviews, and iterative improvement processes.

Pillar VI - Tools

- **Templates & Tools:**
  – 3×3 Stakeholder Map, persona worksheets, white-paper and one-pager templates, email scripts, meeting agendas, and KPI dashboards.

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