

Advocacy: Why We Do What We Do

Being Good Stewards of The Effective Message

Presented by:

Mary Clayton, Parsons Brinckerhoff

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Advocacy Today

- Courage is the fear that has said its prayers....

Karl Barth, Swiss Theologian

Which Role Are You Playing?

- Contributor
- Strategist
- “Mobilizer”
- Expert advisor
- Spokesperson
- Convener
- (All of the above)

Backgrounders

- Good to Great – Jim Collins
- Leadership (Essentials) – Tom Peters
- Your daily newspaper with the regional and national equivalent
- 21 Indispensable Qualities of a Leader – John Maxwell
- Anything by Seth Kahan

The “politics” of Advocacy

- Nearly everything we do has a “political” component
- Our political role may depend on the current climate and the circumstance
- Our role is shaped by the product and our service(s)

Advocacy Planning

- Have you actually formulated an advocacy plan?
- Do you understand the local political process?
- If you are not “connected” politically on a daily basis, you need to be
- What are the tools for effective advocacy?
- What does advocacy action look like?

“Politics” is...

- Being concerned with guiding and influencing (policy)
- Winning (and holding control)
- Negotiating your way into something that brings broader public benefit
- Where do you “fit” – find your context

Develop a Game Plan

- Clear objectives – which are revisited daily
- Know your elected officials & what they “want and need” from transportation
- Know the related advocates
- Know the processes
- Know the issues
- Build a reputation (what is your “360”)

An Effective Advocate

- Above all else, trust
- A good source of information and ideas
- The media
- Responsible and reliable
- Know and influence others

What is this thing – Advocacy?

- Begins with effective communication
- Focus on people with whom you need to communicate
- Know something about them – do you know how to relate to *their* work, *their* interests?
- Get out in front of the questions/what needs to be accomplished

Advocacy

- Establish credibility (does our industry have the credibility we need?) (do you think we have it to “battle” the Hartgen’s on the front page?)
- Believe what you say to the point of conviction
- “Fire in your belly” must show
- Live your beliefs

Advocacy

- The goal is for your action to “show” through you
- Give people something to “feel” through you in the end
- Be memorable
- Listen back (do you recall what you said each time in a meeting? what is your “mental track record”?)

Advocacy

- Be clear as a bell – simple and easy to remember
- Good advocates show up everyday in tip-top shape
- Highly competent people carry it to the “next level”
- Always ask the “why” question with your Council, your mayor, (and know the answers)

Advocacy

- Follow through with excellence
- Intentional with quality
- Perform service till it shows
- Accomplish more than is expected
- Inspire and motivate your people to perform at the highest level and pay attention to see if they do

Advocacy

- Ask yourself everyday – is my head still in the game?
- Am I mentally and emotionally engaged?
- Rededicate yourself because transportation is more than a job – it is an opportunity
- Redefine your standard and your commitment everyday

Advocacy

- Tell everyone that you know that transportation is your life
- Find three ways to improve on what you are currently doing
- Be intentional about this; then dedicate time, money and your whole self to some part of the improvement

YOU

- Well defined objectives
- Correctly “aligned” political persons with whom to routinely communicate
- Persuasive on the issues and priorities
- Built alliances
- Built strong outreach
- Brought the right people with you
- Constantly evaluating/show the community

Advocates Belong

- Participate and “give back” to the community
- Illustrate leadership over and over again
- Show examples of “value added” for service
- Show benefits, no matter how small

Relationships with Everybody

- Serve (committees, task forces, etc.)
- Present
- Timing is everything
- Prepare written analyses (have “white papers” ready)
- Invite elected officials to everything, bend their ear
- Field trips

Story-telling will be a big part of this effort

- Learn how to tell an effective story
- About your system, your riders, your vehicles, your successes, your failures
- Restore the “art” of this
- And have people help you
- This is about personalizing the efforts

Optimize the results

- Optimize your strategic planning
- Reflect your best thinking and the thinking of others
- Document it clearly
- People will listen
- Tell your story over and over
- Transportation has something to say

Timing is everything

- Think of it as an “engagement plan”
- Specify things that “must happen” and tell people why
- Partner with “beneficiaries”
- Learn how to inspire those who will benefit, focusing on key stakeholders
- Have them speak on your behalf

Generate the Story

- Through strategic alliances, create long-term improvement and commitments to what you want the future to look like and bring
- Let's hear what Seth has to say...





SETH KAHAN

Business Performance Communities

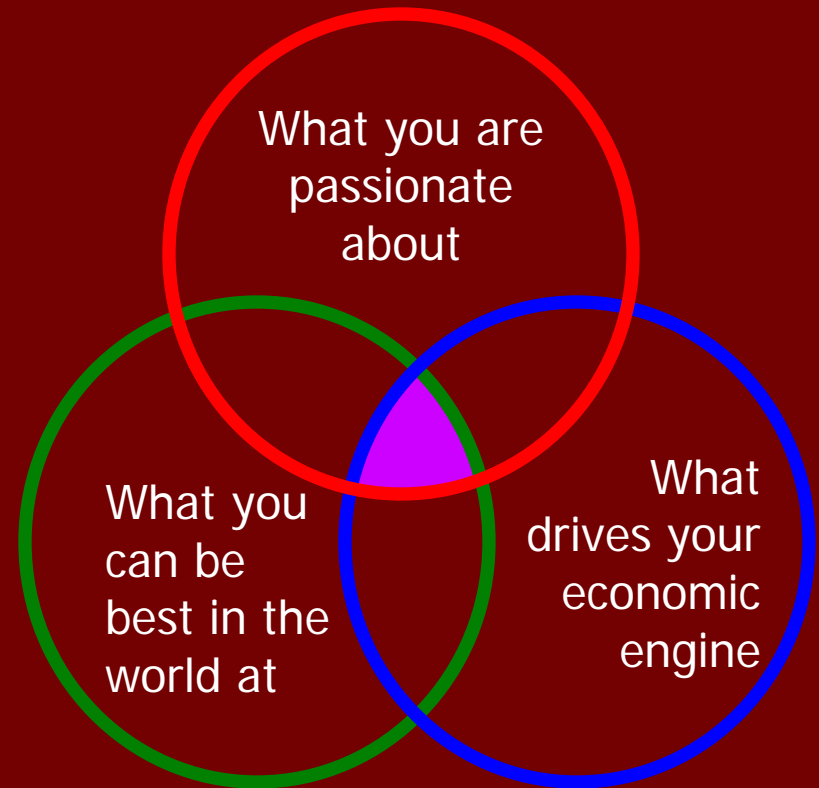


Move from Good to Great

- What are the “undeniable signs” that we are doing just an OK job?
- Unpredictability of oil
- Gas prices
- Iraq
- Environment?
- *New* Urbanism
- Smart Growth'ers

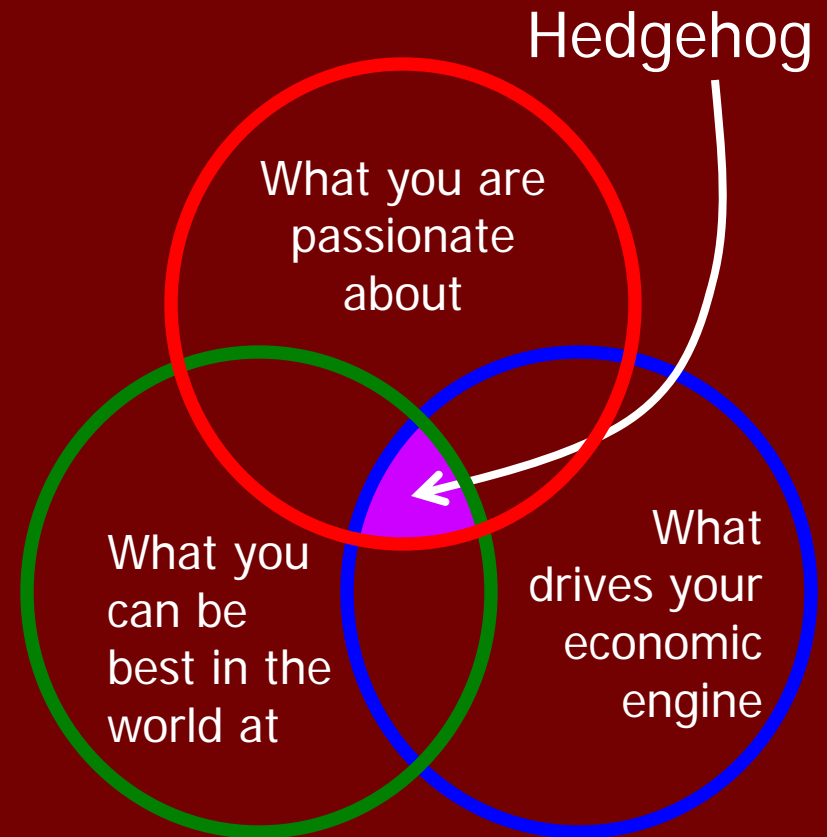
Jim Collins says we have an opportunity

- What are your “three circles”?
- What can you be the best in the world at (this standard means that you have a chance to exceed your “core competencies”)
- What drives your economic engine (how to generate and sustain a robust cash flow and profitability)
- What are you deeply passionate about



If you could find the intersection

- Greatness could be achieved if we could all find this “hedgehog concept” and what a wonderful response to be able to grasp all three....
- If we could inspire our industry further by fueling this effort
- Something to think about





Hedgehog

What you are
passionate
about

What you
can be
best in the
world at

What
drives
your
economic
engine



Thank You!

North Carolina Public Transportation Association

