



# Effective Government Negotiation in the Uncertain Post-Election Period

Len Domino

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Leonard **Domino**  
& Associates Inc.

Negotiation With Government

	<b>Poll Released</b>	<b>Poll Conducted</b>	<b>Liberal</b>	<b>PC</b>	<b>NDP</b>	<b>Green</b>
Strategic Counsel	September 18, 2007	September 13 – 16, 2007	<b>40</b>	<b>34</b>	<b>16</b>	<b>10</b>
Ipsos-Reid	September 15, 2007	September 4 – 13, 2007	<b>40</b>	<b>37</b>	<b>16</b>	<b>6</b>
Environics	September 13, 2007	September 6 – 9, 2007	<b>39</b>	<b>35</b>	<b>17</b>	<b>-</b>
Angus Reid Strategies	September 13, 2007	September 7 – 8, 2007	<b>39</b>	<b>37</b>	<b>13</b>	<b>10</b>
Decima	September 12, 2007	September 5 – 8, 2007	<b>41</b>	<b>33</b>	<b>13</b>	<b>11</b>
Ipsos-Reid	September 10, 2007	August 30 – September 8, 2007	<b>41</b>	<b>36</b>	<b>17</b>	<b>6</b>

# Government Relations and Partisan Politics are Two Totally Different Things

- Competition between political parties today is a full-contact sport; the prevailing attitude is “You’re either with me or against me”.
- Politicians say quite terrible things about one another, especially at election time. That can lead to long-term grudges and mistrust.

# Government Relations and Partisan Politics are Two Totally Different Things

- Partisan politics is the seventh game of the Stanley Cup final – in the brutal short term, the winner takes all.
- Government Relations is the process of cultivating a long-term relationship with a “customer”.
- If you confuse politics with government relations, you will pay a high price. The politician will treat you like an opposition politician.

# Government relations is *negotiation*

- Negotiation is a process whereby people attempt to resolve their differences
- Approaches to Negotiation:
  - **Win-Lose (resentment)**
  - **Lose-Lose (compromise)**
  - **Win-Win (integrated solution)**
- Collaborative Negotiation (Win-Win)
  - People versus the problems
  - Soft on people; hard on problems
  - Seek solutions for mutual benefit

- Elections are fought over values. The electorate will decide which party's values will drive the government's agenda for the next 4 years.
- Election promises are usually seen by politicians as a way to demonstrate in concrete terms the party's values (ie. A promise to re-develop older, long term care facilities sends the message that the party will take care of the needs of elderly citizens. A promise to lower taxes is really meant to convey the message that our party values a system where the marketplace mostly decides the allocation of resources.).

- The general public is mostly uninformed and confused. They see promises as concrete commitments.
- However, when a government changes or forgets altogether its election promises the Canadian public has a long history of rarely punishing the politicians in the next election.
- Politicians understand this and some candidates feel free to make promises they know will be very difficult to keep.

- The government relations reality, however, is that “You have to work with the government that’s there”.
- Once governments are elected, they have the right to make decisions and take actions. The people elected October 10<sup>th</sup> are the government, you have to work with them. Get used to it and remember – if you act like a partisan enemy, you’ll be treated like a partisan enemy.

# What Can You Do Now

- Stop lobby pressures
- Research
  - Attend public events, party events, leader debates
  - Participate in the campaign...  
policy, telephone, office, signs, poll captain, candidate canvas, fundraisers
- Leonard Domino & Associates approach to the election campaign.