



The Application of the Win-Win Model to Government Relations


Len Domino

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University Club of Toronto

Leonard Domino
& Associates Inc.

Negotiation With Government

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- Governments try to serve the public interest, but never take it for granted that you understand all the government's objectives or that the people in government see issues the way you do.

Strategies for success after October 10th, 2007

- Find out exactly what the new government thinks it is doing
- Public confrontation
- Collaborative negotiation

Public Confrontation

- Appeal to the public:
 - Through the media
 - Other interest groups
 - Advocacy groups
 - Mobilize the “grassroots”, i.e. letters, faxes, telephoning, petitions
- Public confrontation can be effective in reminding government decision makers that what happens at the negotiation table must be compared to available alternatives.
- Try to mobilize constituents of key Ministers, donators, exploit inner cabinet rivalries, plant questions with Opposition MLAs/MPPs

Recognize Lobbying is Negotiation: Understand Key Players' Needs & Agendas

- Relate your government relations/negotiations not just to the government's stated agenda but to it's deeper interest/needs.
- Library Window / positions / needs
- Getting to Yes – Unys, Patterson & Fisher

Collaborative Win-Win Negotiation Strategy

- Power in a negotiation come from information, knowledge, and having a positive alternative to a negotiated settlement.
- Keys to Collaborative Government Negotiation:
 - Values
 - Positions
 - Needs / Interests

Negotiation: A Definition

- 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

Values

- Individuals, individual Cabinet Ministers, and senior civil servants may have values which reflect their own experience, and sometimes differ from broader government values. This may cause confusion an internal conflict.
- Values change slowly.
- Attacks upon values will be resisted and threaten relationships. Values are non-negotiable.
- Values determine needs and positions.
- Negotiating positions based on the values of the government have a good chance of receiving a sympathetic hearing.

Values



- **Values** are deeply held beliefs about which activities and ideas are useful and desirable.
- Values form an important part of any government's corporate culture.

Keys to Successful Lobbying

- Accept the values of the government.
- Focus on the interests/needs, not the positions.
- Make both yours and the government's needs the focus of your communication.
- Do not imply that the government's needs and values are unimportant or illegitimate.

Keys to Successful Government Relations

- Do not attack people; attack the problem
- No Permanent Friends / No Permanent Enemies
- Demand attention to the problem.
- Ask WHY and Why NOT.
- Build relationships – politicians and public servants are “risk averse” by training, so before sensitive information such as deeper interests / needs can be shared, a relationship of trust must be developed.