

Prepare now for the possibility of a new PC Government in Ontario...

**Leonard Domino and Darwin Kealey are collaborating to provide a Confidential Briefing and Strategy Session to help your organization understand and plan for the implications of a possible PC victory in this fall's Ontario Provincial Election.**

Of course, no one knows how the election will turn out but – with the Ontario PCs currently ahead in the Polls – *it's only prudent for organizations like yours to begin now trying to understand what impact a PC election win* might have on your key areas of concern.

Working together, *Leonard Domino and Darwin Kealey have developed our "Confidential Briefing and Strategy Sessions" to help organizations* do exactly that.

*Domino has been a successful Government Relations Professional in Ontario for 20+ years*, helping organizations and politicians learn to understand each other and work together. *Kealey is a lifelong Ontario PC activist* – including years working as a policy advisor to Governments and Party Leadership in Opposition – plus years in the private sector, helping organizations deal with government.

Together, *we know the policies; we know the actors; we understand the ways governments reach decisions* and the most effective ways organizations can inform and influence those decisions. We've drawn on that background and experience in designing the Briefing and Strategy Session we're offering to Ontario organizations now.

**The PCs have released their basic Election Platform – the "Change Paper" – with the issues and messages they believe will help them win the election. That's a good place to start.**

That's where our Briefing and Strategy Sessions will start.

The PCs worked hard and consulted widely in developing their "Change Paper" policies. The contents of the Paper do include the issues and messages the PCs will help them win the election, but they are also the issues and messages that reflect the values, priorities and beliefs of this generation of Ontario PCs.

So we think it will be instructive to spend part of our Briefing and Strategy Session *"reading between the lines" of the PC's Change Paper.*

- Are there clear policies or commitments in the Change Paper that relate to your organization's areas of concern?
  - If the effects are likely to be adverse for your organization, how can you best open a dialogue with a new PC government to try to protect your interests?
  - If the effects are like to be positive from your perspective, how can you most effectively support the government's efforts?

- Are there other areas in the Change Book that contain commitments or messages that may have implications – adverse or positive – for your organization’s areas of interest? How can you prepare to deal with them?

**The McGuinty Liberals have done business one way. A new Hudak PC government will have a very different approach.**

Each government has its own personality and tendencies.

- How much autonomy do Ministers have?
- What kind of relationships will exist between the politicians and the public service?
- How difficult is it for organizations to get access to the people who make or influence government actions and policies?
- How open is the government to suggestions to improve policies or programs?

*The answers to all those questions will be different for a Hudak Government than for the Liberals.* Understanding those probable differences will be important to groups who hope to work effectively with the new government. *Our Briefing and Strategy Session will give you a window into the PC government’s likely personality and tendencies.*

**Should you be involved in the upcoming election? If so, how (and why)?**

Elections are a great time to begin to build long-term relationships – or to make permanent enemies. Should your organization get involved this fall? Should your members?

Either way – it’s important to remember that working in elections can help you build trust and relationships with elected officials and their staffs, but it does not earn you extra influence going forward. You may get a little easier access to decision makers, but you’ll still have to prove your case in terms of the public interest.

**We can provide a Briefing & Strategy Session to meet your organization’s needs.**

**A half or full-day session for your senior management group**

An intense half or full-day Session can help make sure your entire senior management team is on the same page, with clear plans to deal with the possibility of a new PC Government.

**A special “Important News for Board Members” session**

In many organizations, Board Members’ contacts within government are an important asset. In as little as two hours, we can help your Board develop reasoned strategies for dealing with the reality of a possible new PC Government in Ontario.

**Use the Briefing & Strategy Session to build unity among regions/divisions, etc.**

There may well be regional or divisional differences in some particulars, but the challenge of adapting to a new governmental environment is a constant. Bringing your branches, etc., together for a Briefing & Strategy Session can prepare them for that challenge, and build a stronger sense of shared purpose.

**For organizations who view PCs as enemies, a “get used to it” Briefing and Strategy Session can get the ventilating out of the way, and get the realistic planning started.**

Some organizations are determined to “go to war” with any new PC Government – no matter what the government does or says. Even those organizations would benefit from a better understanding of the true implications of a new PC Government, but they’re not in the learning or listening business.

But there are other groups who are suspicious of the PCs, but who realize they need to work with government to achieve their goals. Those groups, we can help.

You can tell us all the things that you think are wrong the PCs. We’ll help you identify the opportunities to work with, nonetheless.

**Call to talk about what kind of Briefing & Strategy Session can best meet your needs.**

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