



STRATEGY OUTREACH LEADERSHIP

NALEO Educational Fund: National Policy Institute for Newly Elected Officials
 Delivering on Campaign Promises: Strategies for Policy Success
 Worksheet for November 20, 2016

Guiding Questions	Ideas	My Follow Up Steps
<p>Know Yourself & Your Bottom Line:</p> <ol style="list-style-type: none"> 1. What is my agenda? 2. What am I committed to? What are my campaign promises? 3. What does success look like for me? 		
<p>Political Landscape:</p> <ol style="list-style-type: none"> 1. Who is with me? 2. Who threatens my success? 3. Who am I indebted to? 4. Who is in my current base? 5. How do I build a stronger base? 6. How do I want to engage supporters? Kitchen cabinet? Advisory board? 		

Communicating with My Colleagues & Base:

1. What are some communications strategies I want to implement?
2. How do I want to communicate with allies on governing bodies?
3. How do I want to communicate with adversaries on governing bodies?

Reputation Management Strategies:

1. Who may be moving the chisme machine?
2. How can I engage or connect with them to make sure my reputation is what I want it to be?

Strategies for Success:

1. What are some ideas that I can use for my governing body?
2. What can I do to push an agenda?
3. Who are the out of the box allies who I can engage?