

Getting the most out of Ministers and MPs

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Parliamentary Alphabet Soup

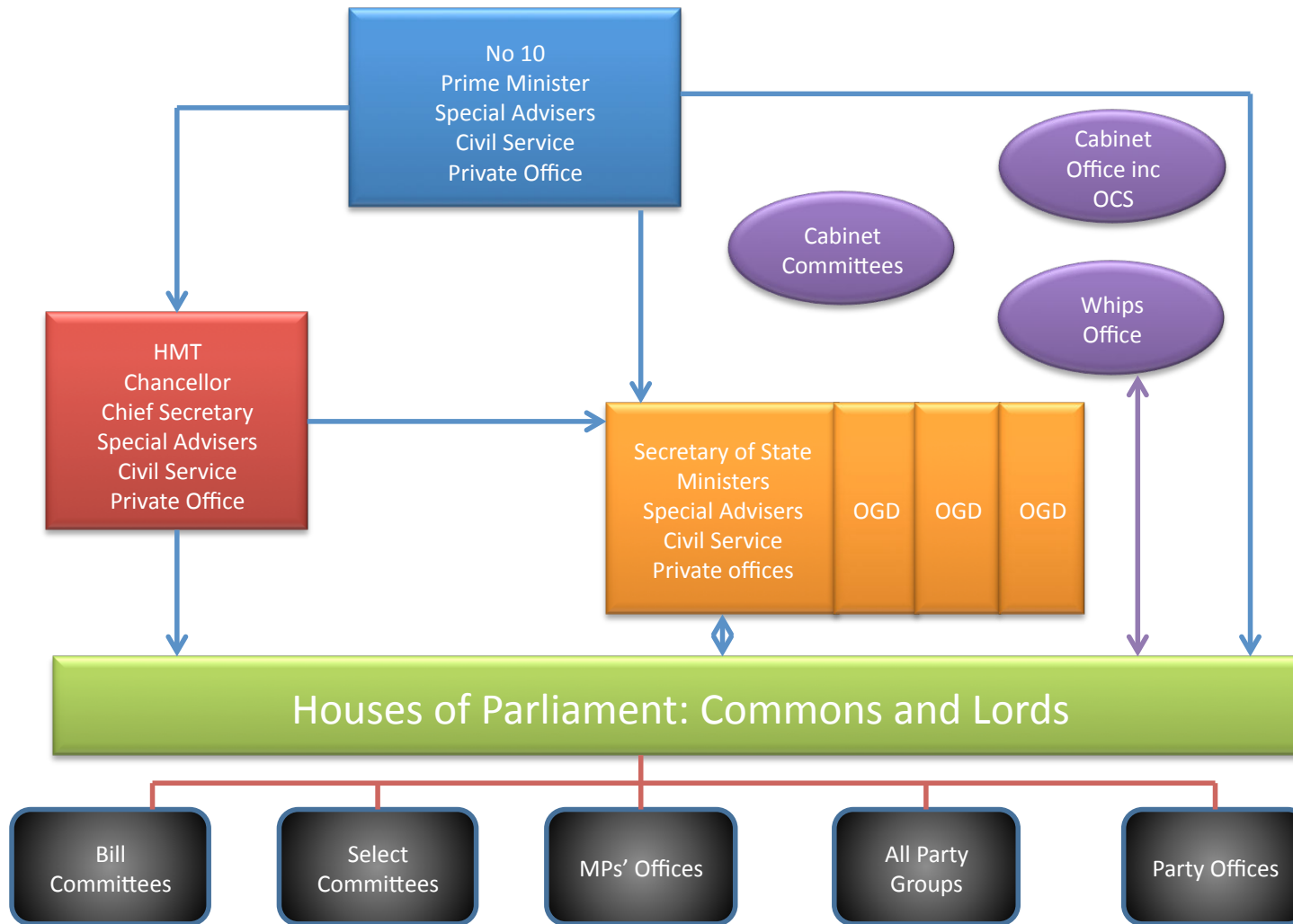
- SpAd
- HMT
- DG
- COBRA
- APS
- PMB
- PMQs
- OPQs
- PQs
- SI
- SC
- PAC
- SoS
- MoS
- Special Adviser
- Her Majesty's Treasury
- Director General
- Cabinet Office Building Room A
- Assistant Private Secretary
- Private Member's Bill
- Prime Minister's Questions
- Oral Parliamentary Questions
- Parliamentary Questions
- Statutory Instrument
- Select Committee
- Public Accounts Committee
- Secretary of State
- Minister of State

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A Government Department

Secretary of State
Ministers
Special Advisers
Civil Service
Private offices



The Whitehall Landscape

Influencing strategy

Developing your political strategy - a framework

External

Public endorsement
of government
policy

Public campaign

Internal

Participating in a
government
working party

Issuing warnings to a
Government
Minister or Special
Advisor of bad
publicity

Supportive

Challenging

The seven deadly sins

1. Targeting the wrong decisions and the wrong people
2. Building an unpersuasive case
3. Failing to resonate with the agenda of the Government
4. Too much opinion, too little fact
5. Too much focus on policy and not enough on delivery
6. Aggressive approaches
7. Inability to negotiate and be flexible

Meeting the Minister

- **Make normal conversation**
- **Be interesting, short and to the point**
- **Talk about positive policy outcomes**
- **Be current and relevant to the issues they are dealing with**
- **Engage the entourage**
- **Ask questions – don't just tell**
- **Know your evidence base – have key facts and figures on hand**
- **Understand the Minister – personality and pressures**
- **Is there a constituency link?**

Working with your MP (outside of elections)

Understand what it is that motivates your MP

- To achieve improvements in their constituency – read their leaflets
- To improve the life of their constituents – that's why they write to councils about individuals
- To be valued and respected (and some may want to be liked)
- To become very well known locally – high media profile
- To be a minister/shadow minister or be an influential backbencher
- To build their local political party
- To get re-elected!

Know the personal interests of your MP

- What did they do before becoming an MP?
- What all-party groups are they members of?
- What are their personal circumstances – parent, directorships, hobbies?
- What information about them is on the internet?

Understand what turns off your MP

- Shouting at them
- Calling them names
- Throwing things at them
- Damaging their property
- Accusing them of lack of integrity
- Abusing their staff
- Attacking their family
- Being criticised by you in the media

Understand what engages them

- Listening to their concerns/priorities
- Providing them with solutions not problems
- Being clear what you want them to do
- Showing how what you want matches what motivates them
- Giving them positive publicity
- Making them feel good about themselves
- Taking constituents with you to meetings
- Doing a joint project/event