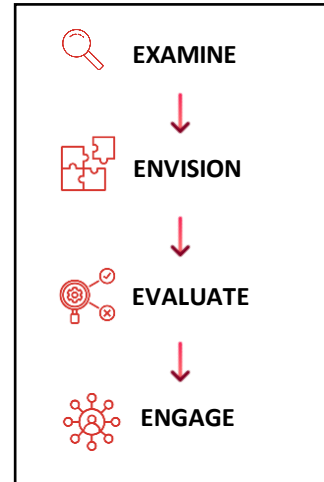


# How To Assess the Opportunities and Risks of Government Activity to Your Organization

Government Affairs is an important business function that is overlooked until an organization finds itself in the middle of an expensive crisis. A government affairs function is typically tasked with proactively helping organizations manage the opportunities and risks that they face from government activities at all levels – such as lawmaking, legislation, regulation, investigations, and public policy pronouncements that impact the rules surrounding business conduct and market activity for any organization.

Whether through their own acknowledgement of the growing impact government activity may have on their organization, or pressure from their boards and investors, executives feel more pressure to build and optimize their government affairs functions than ever before. But what many don't realize is how easy it can be to build and operate a government affairs function.

Poligage is pleased to provide insight into the framework we use to help organizations assess the opportunities and risks they face from government activity, with focuses areas similar to those used to develop a sales and marketing organization -- such as landscape assessments, identification of goals or desired outcomes, audience targeting, and measurement of progress.



## The Four E's

### **Examine**

- Identify current key government activities relevant to organizations in your industry, geographies of operation, and type of business and categorize by opportunity or risk.
- Seek understanding of key business goals in terms of market entry, product introduction, sales channel development, etc.

### **Envision**

- Determine which industry, geography, or type of business government activity risks and opportunities may be relevant to your specific organization.
- Align key business goals of the organization with any boost that might come from government activity, such as regulation reduction, legislative mandates, funding or sales opportunities, etc.
- Identify the leaders, influencers, and timelines for all government activities of interest. Determine which will help or hurt your efforts and determine both offensive and defensive approaches for your efforts.

- Determine key goals regarding the impact of government activity on your organization. Objectives may include just staying out of news headlines, ensuring a specific government activity succeeds or doesn't succeed, obtaining a key commercial opportunity, etc.

## Engage

- Map the relationships your organization already possesses with key government stakeholders identified during the Evaluate stage – whether through executives, employees, board members, investors, key customers, or others.
- Determine ecosystem participants that may be of help to you, including trade associations, business councils, think tanks, or even peer organizations pursuing the same objectives from government activity.
- Determine a contact plan (with desired objectives) for both these “known” stakeholders and for those identified who your organization does not yet know.
- Develop a calendar of responsive engagement for the timelines you have determined to make sure your organization's voice is heard at key moments of the government activity process.
- Fill this calendar in with a schedule for proactive engagement of government stakeholders as well. Keep them informed of your organization's activities, particularly as they relate to the policy goals or motivations of the stakeholders.
- Determine resourcing for this plan leveraging internal or external resources.

## Evaluate

- Develop a succinct success scorecard for the investment you've determined to make based on key objectives, activities, activity owners, and timelines.
- Revisit this scorecard at least quarterly (if not monthly) to determine if you are on track to achieve your goals, or if any adjustments are needed to your plan and cadence.
- Executives should request regular updates and assessments from their government affairs team and advisors. Agility will undoubtedly be required to make any adjustments needed in an unpredictable policy and regulatory environment.

Would you like to learn more about having a Poligage Expert to assess the risks and opportunities facing your organization? [Request a free consultation here.](#)

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Interested in learning more about how to develop, structure, and operationalize an effective government affairs function? [Read these insights from top experts.](#)

Want to better understand the concept of on-demand government and public affairs? [Read this overview.](#)