Animal Balance’s Director Emma Clifford shares 8 tips for successfully working with the government.

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The 8 Steps to Making Change:

1. Research
   - Who is the decision maker?
   - What have they done so far?
   - What is the normal reaction/policy?
   - Has it worked?
   - Who is their director?
   - What’s the relationship between the Department of Agriculture and Department of Health and other ministries?

2. Are you the right person? Before the meeting:
   - Ask yourself -- are you the right person to be representing the animals in this meeting?
   - Can you successfully convince (manipulate) this person of power to agree with you?
   - Will you lose your temper?
   - Can you read people’s subtle body language (even if from another culture)?
   - Think who the right person is for this meeting. It’s not about ego, it’s about getting this person to agree with you to save animals.
   - Dress correctly. Be very respectful. You will be judged in the first few minutes so don’t waste it.
   - Even if you don’t agree with the decision maker’s judgment of you, he/she is going to do it anyway, so play the game.
• Always take a group photo after the meeting. Give gifts of t-shirts, stickers or other small items.

3. The meeting
• How do you secure a meeting?
• What do you have to offer?
• How can you help the director?
• How can he/she look better because of his/her association with you? Make friends with his/her assistant/secretary. Always be positive. When he/she keeps you waiting for 3 hours, smile!

4. Diplomacy
• Listen.
• Sympathize.
• Thank him/her for all his/her hard work thus far.
• Then suggest that you tell him/her a little about your work.
• Sell hard.
• Then tell him/her what you can do to help him/her.
• He/she will have better results if he/she works with you.
• The community will support him/her (votes).
• Monitor his/her reaction to your comments and when he/she is interested in one aspect, explore that angle. You are trying to find a connection with this person, a hook, something that will ensure you get a second meeting.
• Help him/her think it’s his/her idea, not yours.
• Get him to take ownership.
• Never fight him/her, he/she has the power.

5. Your packet
• Bring letters of support from your mayor, community leaders, include photos but not too many.
• A PowerPoint presentation of photos while you speak is very effective, but no more than 10 slides.
• Graphs, statistics should be easy to read.
• Articles about your work should be in plastic or laminated and all of these items can be left with him/her.
• Your card
• Follow up: Send an email, or call, after the meeting thanking him/her.
• Schedule another meeting as soon as possible.
6. The second meeting
   - Build on what you achieved at the first meeting, do not go backwards; start where you left off.
   - Move the discussion forward to the next step.
   - Bring in other people to assist you.

7. The Agreement
   - As soon as a decision is made on the subject, record it and have it signed as decided.
   - Do not wait.
   - Create a MoU (Memorandum of Understanding) or some type of agreement, date it and have it signed.
   - Send him/her the MoU when you get home, once again, with a thank you.

8. Tell Everyone!
   - Tell everyone in your foundation and news reports, online publications, post on social media channels.
   - Think of every way possible to tell the world what was just achieved.
   - Promote the person who you have been meeting with at every opportunity.