

## Practical techniques for effective lobbying / Charles Miller

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### Abstrak

The government makes thousands of decisions everyday, on policy, legislation and regulation. While politicians and officials talk of open government and consultation, the sometimes baffling system in which they work often prevents organizations from making themselves heard. Organizations must deal with the system either because they have a specific concern, or because they want to inform legislators and officials before the need to lobby arises. Misconceptions about lobbying remain. Lobbying doesn't only apply to dealings with politicians (often officials are instrumental in the issues concerning organisations). Nor does it automatically mean pressure, most dealings are settled by quiet negotiation.

But understanding the system and the process in which it works is essential to lobbying effectively.

Uncoordinated, uncontrolled and badly planned approaches will do more harm than good and risk antagonising the people you most want to influence.