



# KICK-START YOUR GOVERNMENT RELATIONS STRATEGY WITH PAUL BEIJER

*Diplomacy is the art of letting someone else have your way*  
- David Frost

## THREE STEPS TO INTEGRATING GOVERNMENT RELATIONS INTO YOUR BUSINESS

### 1. Clarify your Objective.

Refine the complexity of your wider roadmap into one or two simple goals. Prioritise high-return actions and deliverables, and be crystal-clear on outcomes.

**Prompt: If you can't communicate your needs easily to your team, they won't be able to communicate them to outsiders. Simplify.**

### 2. Connect the Business need to Government Action.

Your GR team need to know what they are asking for. Is it regulatory change, public investment, accreditation? Make it concrete, but don't forget the 'why' – GR will need to justify your vision to others.

**Prompt: Don't be afraid to put a dollar value to specific GR deliverables. This will focus minds and keep your people on track.**

*Government Relations [GR] is one of the more subtle arts of commercial strategy. It functions is to give you and your executive team overwatch on the political landscape, whilst supporting commercial diplomats to make sure your voice is heard in government.*

*No leader who is serious about innovation and disruption should be without a GR function. Paul Beijer, ex-VP of Government Relations at Shell and Founder of consultancy GR-IQ, offers his top tips for launching your strategy below.*

### 3. Measure and Iterate.

Soft-skill diplomacy must still be accountable. Use timelines, KPI's and six-monthly reviews to measure value-added. A good team will find this motivating.

**Prompt: Reviews are an opportunity to mark progress, but also re-evaluate the goals themselves. Listen to your team's voice here – they are on the ground.**

*When an official reports that talks were useful, it is safe to say that nothing was accomplished*  
- John Kennedy Galbraith

To go deeper on government relations and how it can transform your business, listen to Paul Beijer's *Conversations in Climate* interview with United Renewables [here](#). You can find out more about Paul and GR-IQ [here](#).