

Business-Government Relations Under the U.S. System of Government

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Course Description:

Overview of business-government relations and lobbying in the United States
Review and application of strategies, tactics and techniques used by business in representation before the legislative and regulatory processes of the federal government

Study of legal, strategic, practical and ethical considerations of government relations and lobbying

Analysis of relationship between U.S. business and government, and the interaction between the market system and U.S. public policy processes

Examination of governmental institutions and business' role in the development of legislation, laws and regulations

Review of legal, social, economic, and business issues in a public policy context

General Course Objectives:

■ To convey a clear understanding of business-government relations and of business lobbying in Washington and the United States

■ To provide research tools and analytical skills in strategy development

■ To encourage students to understand the mechanisms of government relations and lobbying in the USA

To raise awareness of the distinctions in the European and the American legal and governmental systems

■ To examine U.S. governmental institutions and business' role in the development of legislation, laws and regulations

■ To review practices, strategies, tactics and techniques used by business in representation before the legislative and regulatory processes

Class Day Subject Matter Description & Reading Assignments

Day 1 Course introduction and overview

■ Discussion of required readings

■ Student introductions/statement of interests

■ Basic business-government relations and lobbying terminology and definitions

■ Constitutional basis for U.S. lobbying

■ Public policy context

■ Special interests and advocacy before governmental institutions

The case for lobbying

■ The foundation and rationale for business-government relations

■ Why and how business should engage with government decision makers

Readings:

1. Case for Government Relations
2. Business Value of Effective Government Relations

Day 2 U.S. government primer

- Constitutional basis for American system
- Form and structure of government system
- Governmental institutions and processes
- Government's influence on business
- Analysis and anatomy of the legislative and regulatory public policy arenas
- Congressional culture

Day 3 The playing fields for lobbying and public policy advocacy

- Congress as the platform for lobbying
- Importance of the Congressional committee system
- Position "drivers" that shape legislation
- Role of the executive branch
- Forms and models of business-government representation
- Formulating and implementing political strategies to influence policy decisions
- Importance of Stakeholders
- Lobbying and supporting strategies

Readings:

1. Results Oriented Strategies and Tactics
2. LaForge Formula for Successful Public Policy Issue Outcome

Day 4 Effective education and advocacy (For lobbyists and lawyers)

- What influences policy makers' decisions?
- #### Communicating with Congress
- Rules of the game
 - Importance of "messaging" and presenting a case
 - Tools of trade
 - Lobbyists' roles, culture, and activities
 - Public perception of lobbyists
 - * Case examples

Day 5 The Congressional hearing environment

- Testifying before Congress and other governmental organizations
- How to develop and deliver a compelling written and oral case and argument

Readings:

1. Building the Case and Developing the Argument
2. Sample Written and Oral Witness Testimony
3. The Essence of Congressional Hearings
4. Seven Steps to Being a Star Congressional Hearing Witness
5. Top 20 Tips of Trade for Oral Testimony

6. Top 25 Tips for Witness Answering Questions