

**LAFORGE FORMULA FOR SUCCESSFUL  
PUBLIC POLICY ISSUE OUTCOME**

- 1.) Substantive and meritorious issue and case grounded in sound public policy...

PLUS

- 2.) Accurate and keen sense of need, timing and urgency...

PLUS

- 3.) Engagement of proper policy makers/decision makers, including credible champion(s)...

PLUS

- 4.) On-target analysis of issues, stakeholders and ties to political constituencies...

PLUS

- 5.) Focused research, planning, and execution of appropriate strategies and tactics (e.g., direct lobbying, media, grassroots coalition, political influence)...

PLUS

- 6.) Effective communications including thorough issue education and a compelling case/argument...

PLUS

- 7.) Strategic political support—"political ducks in a row"—and critical "working" of the system/process at every stage...

PLUS

- 8.) Hands-on, energetic issue management...

PLUS

A healthy dash of luck for good measure...

EQUALS

Maximum opportunity for successful results