



## **Principles for the Practice of Public Affairs in any country:**

Public affairs is global in its reach, but always local in its application.

### **Cultural-Social Competence**

- Understanding the local culture, language, customs, business protocols and government relations
- Developing cultural sensitivity
- Respecting others' cultures and practices while maintaining public affairs ethical principles
- Overcoming ethnocentrism
- Increase knowledge of global cultures
- Developing trust to establish and maintain relationships
- Being open-minded to a new cultural environment
- Adapting and cooperating with the new culture
- Practicing empathy in other cultural environments
- Assessing what has been accomplished and what can be done better

### **Public Affairs Related**

- Advocating directly to local country's legislatures and government agencies
- Designing strategic lobbying campaigns
- Navigating regulatory processes on country level
- Monitoring key issues affecting company's interests
- Establishing long term relationships with local lawmakers and regulatory agencies
- Establishing partnerships with issue and industry coalitions
- Building internal structures for effective government relations
- Working with local trade and professional associations, think tanks, foundations and others to shape the policy debate
- Researching issues
- Integrating media relations and outreach, both traditional and on-line, into local government relations campaigns
- Developing high level meeting programmes.

### **Training**

- How to engage political leaders and confront public policy challenges?
- Skill training in advocacy.
- Business ethics

- Understanding the inner workings of the government and national decision-making processes
- Coalition building skills
- Managing legislative and regulatory processes locally