

DILIGENT POLITICAL ADVISE



STRATEGY

COMMUNICATION

ADVISE

CORE STRENGTHS

Strategy & Change Management / Tactical Planning
Motto Design & Company Spirit
Archetype Communications
Global complex project management running
Communications Management
Corporate Branding
Public Relations / Media Spokesperson
Writing / Editing / Translating / Interpreting
Business Targeting
Resource Allocation
Diligent Political Advising

SOME QUALIFICATIONS

High-caliber Communications Executive with over 15 years of multinational experience in public and private sectors. Provide effective communication strategies, advice, and support to Chief Executives, Board of Directors and Government Ministers. Extremely adept in business transformation and change, restructures, brand change, regulatory programs, and new markets.

Strong performance in the development and delivery of corporate communications training programs to diverse audiences..

Excellent experience in personnel training, team building and leadership

OUR ADVISING

Government, Media, Paragon Communications, and Strategy Specialists.

Achievement-driven Communications/Public Relations Executive with outstanding qualifications in all phases of corporate and government communications.

Skillful developer of strategic communications programs that continually surpass expectations. In-depth program management experience from conception to implementation through team development and leadership skills.

At ease with budget limitations, deadlines, and high pressure situations. Strong ability to influence thinking, forge strategic alliances, and build consensus. Available for travel and relocation.

Uniquely Qualified For... Top Senior Management Leadership Positions

With organizations that need to ignite communications programs

LIFE (Lighting Ignition Future Evolutive) communication solutions.

Preparation of funding requests.

Advised on policy procedures.

Sought government funding for research projects.

Assisted other advisers with company concerns.

Handled media relations issues.

Researched new legislation and prepared detailed summary reports. Tracked relevant political developments.

Managed school's political office and supervised staff.

Analyzed implementation of new laws and regulations. Developed political strategies.

Prepared detailed reports and summaries of relevant local political activities.

Developed informational strategies and handled media communications.

Organized meetings with local and state political figures. Took minutes at community meetings and prepared detailed summaries.

Handled communications with local and regional political offices.

Served as liaison between employer and local political groups.

Political «Speech construction ».

Intercultural communication.

Paragon communication

International brand communication.

Public policy design & implementation

THEY WORKED WITH US

USA//FRANCE//ROMANIA//

Governors, Senators, Presidents, City halls and associations of metropolitan areas of

IDF. The Kremlin Bicetre - Creative Valley - CDC

Val-de-Marne (Nogent-Le Perreux) Cornubation

General Council of the Pyrénées-Atlantiques

The Ministry of Culture (CNAP)

CCI Paris Ile-de-France and many more...



WHY YOU SHOULD WORK WITH US

Reputation

Managing a reputation requires knowing where it stands today and where it could go tomorrow. We can help you make your mark and measure progress along the way.

Crisis + Response Research

Dealing with a crisis almost always involves connecting as quickly as possible with your constituents or customers to understand their sentiments. We know what it takes to spring to action, and have the resources and know-how to quickly and accurately get the information you need to move forward.

Messaging + Language

Sometimes getting the language right isn't an art, it's a science. Through in-depth testing of messages & messengers, stories & visuals, we are experts at translating hard data into an effective and persuasive communications strategy.

Political Campaigns

B1-akt is home to one of the most respected political polling teams in the country. Known as dedicated team players with a reputation for "getting it right," our polling and strategic consulting have led to hundreds of victories for candidates across the country – and around the world.

Opposition Research

B1-akt helps political candidates know themselves, their opponents and the playing field so that they can avoid potential pitfalls and stay ahead of the competition.

Integrated Campaigns

No one shapes and manages opinions like we do. Whatever the challenge, our integrated approach engages multiple stakeholders with proven strategies and tactics.



DILIGENT POLITICAL ADVISE



STRATEGY

COMMUNICATION

CONSULTANCE

Political Advisers do not comment on their client's political opinions or espouse their own positions – quite the contrary. The Adviser may be the only person who does not want something from the political leader and therefore can provide honest reflective listening

Political Advising helps:

focus on developing and enhancing the politician's personal leadership style

develop the art of collaborative leadership including building alliance across old political boundaries and fostering genuine relationships with other

create a confidential relationship that allows the politician to freely discuss concerns they might not otherwise feel comfortable sharing with others

provide tools for managing their anxiety and stress in difficult situations

discover new possibilities in the midst of entrenched political view to fully develop their vision for public office far beyond just winning their next election

keep their vision for public office alive in the midst of struggle and defeat.

STRATEGY

When is the right time to seek a political leadership adviser? Here are just a few situations where our advising is especially helpful:

When considering running for office, especially for the first time or running again following a defeat

After winning an election in order to help set their agenda for the first few months in office

When considering running for another office or wondering if it is time to retire

When the demands of public and private life become imbalanced

During challenging times when vision, purpose, and passion are a blur rather than a daily source of inspiration and energy.

Political advisers support a politician by developing their awareness of gaps between their intentions and actions, and challenging unconscious assumptions that create inconsistencies from their client's stated values and their behaviour. At the same time, a professional adviser helps the public leader tap into their humanity which is vital to renewing the nobility of political service.

STRATEGY



The fast paced world of power politics places political leaders under immense pressure to do and say things they might not ordinarily do. Holding the political leader to their commitments so they speak and act in alignment with higher motives is a roll uniquely played by the political adviser.

Working within in a highly confidential relationship is distinctive to political advising. Unlike political consultants and pollsters who boast of their client's winning ways and often feel their future is tied to the outcome of the election, a political adviser does not reveal their relationship with their political client unless the politician chooses to do so.

A political adviser can help clients make sense of and integrate the various advice they receive from others. Not by proposing a solution, but by helping them sort through what they are hearing, how they feel about it and what possibilities they want to choose.

Political leaders are under constant pressure from a wide variety of interests and may become discouraged and lose sight of why they ran for office. The political adviser supports them in such confusing times and helps keep their original vision for public service alive.

The result of working with a political leadership adviser is a more authentic and courageous political leader willing to boldly lead from higher ground.

If you know of individuals considering running for office or re-election, please encourage them to seek out the services of a political leadership adviser.

Today's new breed of political leaders will focus on setting aside their personal fears, offering their time and resources in service of a purpose they may or may not see fulfilled during their lifetime: transforming our political system for the sake of generations to come. Political leadership advisers are an emerging and essential new profession that will accelerate the political transformation that is already underway.