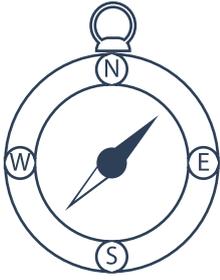




# Public Affairs

**Influencing decision-makers' perception, opinions and actions**

stakeholder mapping | political monitoring | intelligence gathering & analysis | strategy & action planning  
messaging & tools | stakeholder outreach | influencer programmes | coalition building | training & coaching  
belgium explained



# The art of influencing decisions

Public affairs is the art of influencing perceptions, opinions and actions of decision makers and other influential stakeholders who impact your business environment or interests.

Our public affairs activities range from well-defined lobbying activities to more comprehensive 'influencer programs'.



## 10 common mistakes

1. Come too late
2. Be poorly informed
3. Think in terms of legal procedures only
4. Express general criticism only
5. Accept a lack of understanding
6. Ignore perceptions and sensitivities
7. Fail to define a clear focus and priorities
8. Find yourself cornered in an isolated position
9. Practice hardcore lobbying only
10. Ignore the importance of reputation



## 10 golden rules

1. Be proactive, rely on a wide screen radar
2. Intelligence, Intelligence, Intelligence
3. Acknowledge political reality
4. Be constructive and concrete
5. Influence through education
6. Think Outside-In
7. Pick your battles
8. Think coalitions, partners, win-win
9. Apply an integrated stakeholder management approach
10. Manage your reputation



## Stakeholder mapping

Amongst your stakeholders, who are the most vocal on the issue at stake? More importantly, who are the key influencers that operate behind the scenes? Identifying the invisible powers in ministerial offices, party secretariats, study departments and public administrations requires insight and expertise.

Today's public affairs approach cannot afford to limit its scope to the political decision-makers only. Your company operates in a highly interconnected world with various stakeholders, and politics are only one group.

At Whyte Corporate Affairs we map the relevant stakeholders in a detailed manner.



## Political monitoring

Politics influence business and vice-versa. Parliamentary and government decisions are taken on a daily basis. We monitor all political activities that could affect your company, whether on a federal, regional (Flanders, Wallonia, Brussels) or even local level.



## Intelligence gathering & analysis

Intelligence gathering – what, when, how, who – is a first step in defining a public affairs strategy and essential to the success of your advocacy endeavour. Not every political decision carries the same weight and has the same consequences for your activities. At Whyte we analyse the political decision-making process and assess if and when actions are to be taken.



## Strategy & action planning

Once a clear picture of the situation has been established, a solid strategy is to be put in place. We are on hand to guide you towards the right person, on the right topic, at the right time. Whyte can help you develop a long-term relationship with your key stakeholders.



## Messaging & tools

Before you meet with stakeholders, we advise you on how to make these meetings a success, by developing tailor-made key messages and by providing the appropriate tools, including presentations and white papers. Complex businesses have to be translated into simple wordings and comprehensible graphics.



## Stakeholder outreach

The success of an efficient outreach strategy depends on your ability to identify what and offer support, so your counterparts can achieve their goals and implement their policies. We believe in an outside-in approach as opposed to an inside-out approach. We help you set up the necessary actions and encounters in support of your public affairs objectives.



## Influencer programmes

As an organisation you must target relevant stakeholders and influencers, systematically, with consistent messages, through the most appropriate channel. Doing so has a cumulative effect on your key stakeholders as they will receive the same messages through multiple channels.



## Coalition building

Companies and organisations rarely operate alone in their business environment. Entering an alliance can help you achieve your public affairs objectives. We help you build strong partnerships and manage coalitions.



## Training & coaching

Public affairs should be an ongoing effort. That is why Whyte prepares, trains and coaches its clients before as well as during the outreach activities. Our tailor-made trainings include public speech and presentation skills, negotiation skills and conflict management, networking, media training, ongoing coaching and acting as a sounding board for managers.



## Belgium explained

The Belgian political system is one of the most complex in the world. On some occasions, it has even been referred to as 'constitutional high-tech'. For many, and in particular for non-Belgians, understanding its functioning can be a real challenge, which is why we offer training sessions to explain to our clients how the Belgian state structure works.

## Contact

Do you want to know more about our services?

info@whyte.be | +32 2 738 06 20



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Media & Influencers

Public Affairs

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