

# **AMO lens: Strategic GR and Communications**

## **AMO-Ontario Memorandum of Understanding:**

- What is it?
- Why confidential ?
- What are the benefits? What are some of the challenges?

## **Strategic approach example:**

- What's Next Ontario
- Local Share
- Local Say: Local Share- provincial election strategy
- Post-election Strategy

# AMO lens: Strategic GR and Communications

- Understand from a 360 government agenda lens
  - Align the issue with government's objectives and language
- Create a win for government through ask
  - Create strong aligned municipal voice
  - Don't create a fire storm
  - Don't just present the problem, identify a solution that fits
- Be aware of crowded fields and elbows up
  - Don't create win/lose situations
  - Beware of divide and conquer
- Prioritize ask and resources
- Be clear, crisp and concise
  - Illustrate impacts to do or not do
- Be consistent and evidence-based
- Work with public servants and politicians
  - Build and maintain relationships.
  - Build trust.

