

IMPROVING REPUTATION AND INFLUENCE



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IMPROVING REPUTATION AND INFLUENCE

-
- UNDERSTAND WHO YOU'RE SPEAKING TO AND WHAT THEY WANT
 - BEHAVIOURS (AND HOW TO SELL)



CIVIL SERVANTS

DON'T ASSUME THEY DON'T KNOW (THEY USUALLY DO)

THEIR JOB IS TO IMPLEMENT IN BEST WAY (NOT TO ADVISE
MINISTERS TO CHANGE POLICY)

WHAT THEY WANT IS EVIDENCE & TECHNICAL ANALYSIS

ALTERNATIVES -THINK TANKS
- POLITICIAN
- SP ADS
- GREAT & GOOD



QUESTION 1

WHAT TYPE OF SOLICITOR DO YOU WANT?



QUESTION 2

HOW DO YOU WIN THE FOOTBALL LEAGUE?

[Already in place: Confidence Not Arrogance
Evidence Not Assertions]



QUESTION 3

IN TERMS OF GOVERNMENT, DO YOU THINK YOU ARE
BETTER OUTSIDE OR INSIDE?

[ALREADY IN PLACE: CONSISTENCY & QUALITY
CONFIDENCE NOT ARROGANCE
EVIDENCE NOT ASSERTIONS]



QUESTION 4

If you want a job done by a team, do you want diversity?

[Already In Place: Follow BAS/Code
 Consistency & Quality
 Confidence Not Arrogance
 Evidence Not Assertions]



WHAT HAVE WE GOT SO FAR?

COLLABORATE IN TEAMS WITH OTHER
PROFESSIONS AS EQUALS
FOLLOW BAS/CODE
CONSISTENCY & QUALITY
CONFIDENCE NOT ARROGANCE
EVIDENCE NOT ASSERTIONS



THE FULL LIST

- 1) BE A TEAM PLAYER WITH ALL PROFESSIONS AND ELEMENTS OF SOCIETY
- 2) FOCUS ON MODELLING, ANALYSIS AND CERTIFICATION (WHEN NOT DOING RESERVED ROLE WORK)
- 3) USE COLLABORATIVE LANGUAGE
- 4) SHOW CONFIDENCE (I CAN PLAY A ROLE OF REAL VALUE) NOT ARROGANCE (I'M RIGHT)
- 5) FOCUS ON PRINCIPLES, PROCESS AND TECHNICAL EXCELLENCE AND ENCOURAGE NEW DIVERSE IDEAS
- 6) ALWAYS SEARCH FOR EVIDENCE AND AVOID ASSERTION WITHOUT EVIDENCE
- 7) DELIVER QUALITY AND CONSISTENCY
- 8) FOLLOW THE SPIRIT AND LETTER OF THE CODE AND THE TAs
- 9) ALWAYS STRIVE TO LEARN AND KEEP LEARNING



IMPLICATIONS

STRAPLINE DOESN'T WORK – NEED A NEW DESCRIPTOR

WE ALL NEED TO CHANGE – FOCUS ON OUR TECHNICAL ANALYSIS AND EVIDENCE

WATCH THIS SPACE!

