



LEVERAGING CONNECTIONS

Telecommunications Association
of Michigan

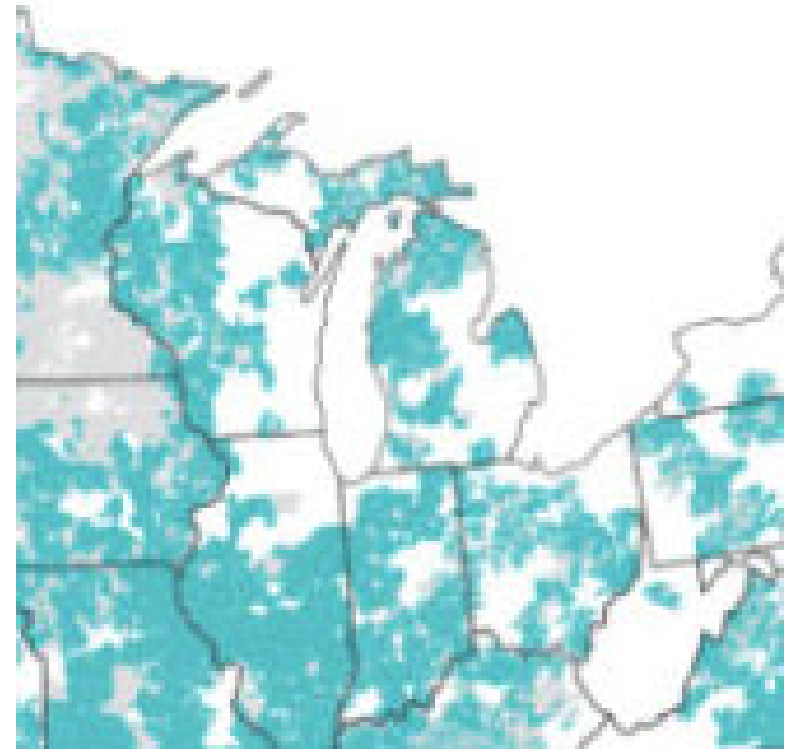
Politics, like business, is a zero-sum game: you either win or you don't.



A photograph showing a group of people in a crowded setting, likely a political event or a public gathering. In the foreground, a woman with dark hair is shouting with her mouth wide open. To her left, a man in a dark suit is covering his face with his hands, suggesting distress or embarrassment. Other people in the background are looking on with various expressions of concern and interest. The scene is filled with a sense of intense activity and conflict.

Politics is the fight for who gets what and how much of limited resources available.

Still don't believe me?



So...

How do you
win?



You plan to win.

- Lawmakers have a plan to win – Incumbency Plan
- Communicating and connecting with constituents
- Executed vigorously, again and again

What does that look like for TAM?

- Brutally honest assessment of existential threats
- Choose your ground – Why vs. How or What
- Be the nexus of connection for your customers
- Talk about what you CAN that your opponents can't

Opportunities

- Social Media
- Be an expert in the community
- Engage in digital storytelling
- Do more than you think you need to because your opponents are



Thank you!

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