

Winning Hearts and Minds

The lessons learned from Electoral Politics



+



Kate

Chris

It started with a glass of wine...



+



+





@grisgraygrau

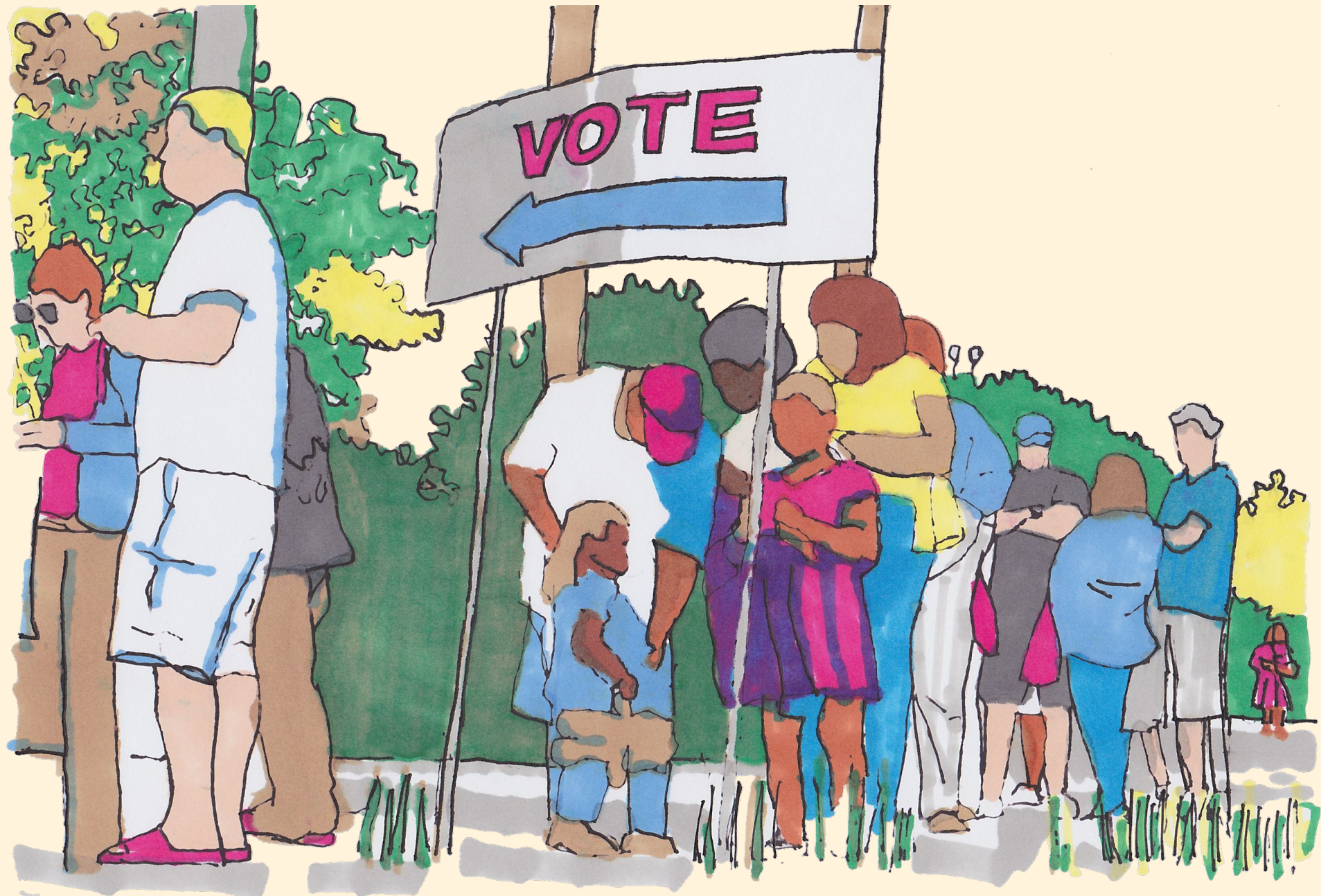
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Why are we in the Culture Track?

Culture

“The ideas, customs, and social behaviour of a particular people or society. The attitudes and behaviour characteristic of a particular social group”

[Oxford English Dictionary]

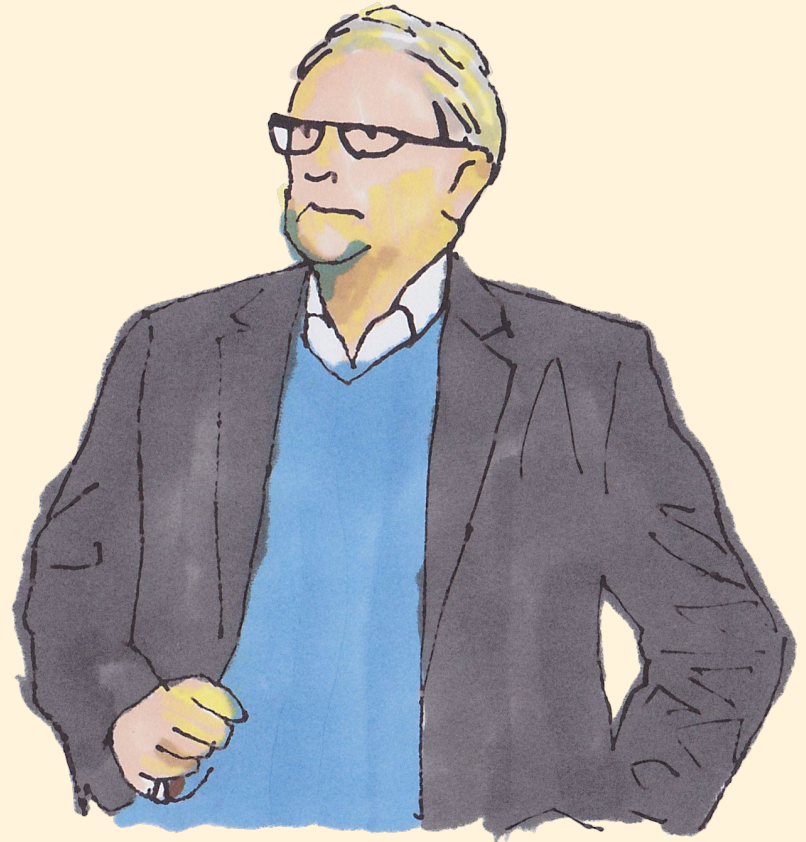


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“At its absolute simplest, a campaign is simply finding out who will decide the outcome ...where are they, what matters to them, and how do you reach them?”

Lynton Crosby



[https://www.youtube.com/watch?v=H_YareK6WKk]

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Segmentation

Vision

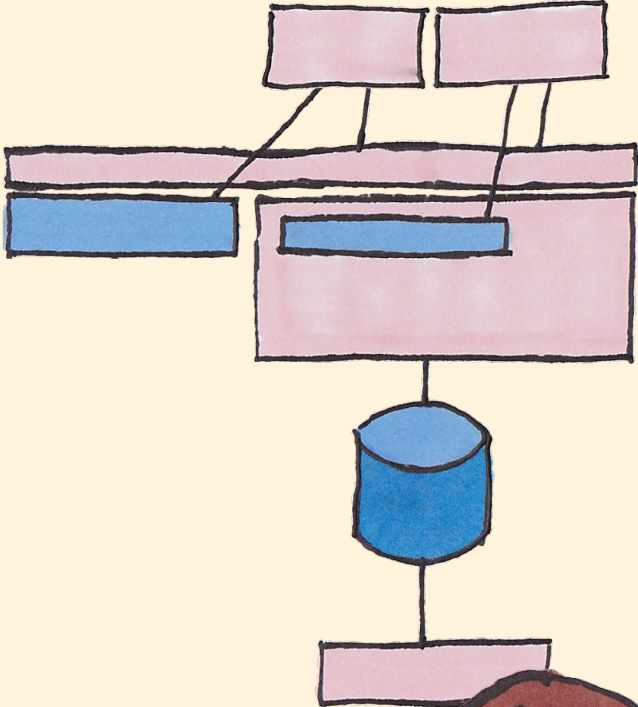
Polling



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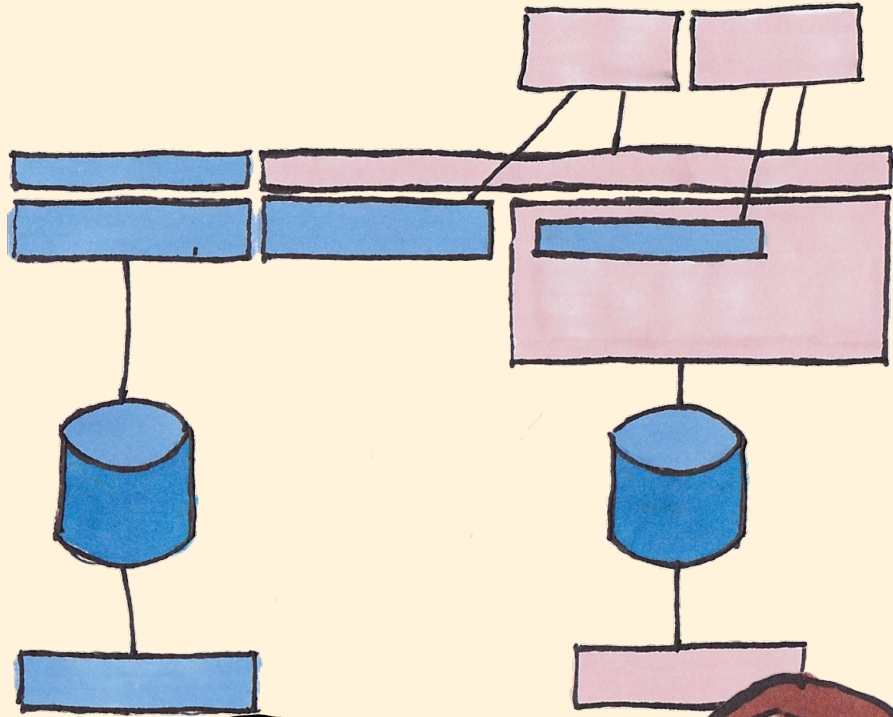


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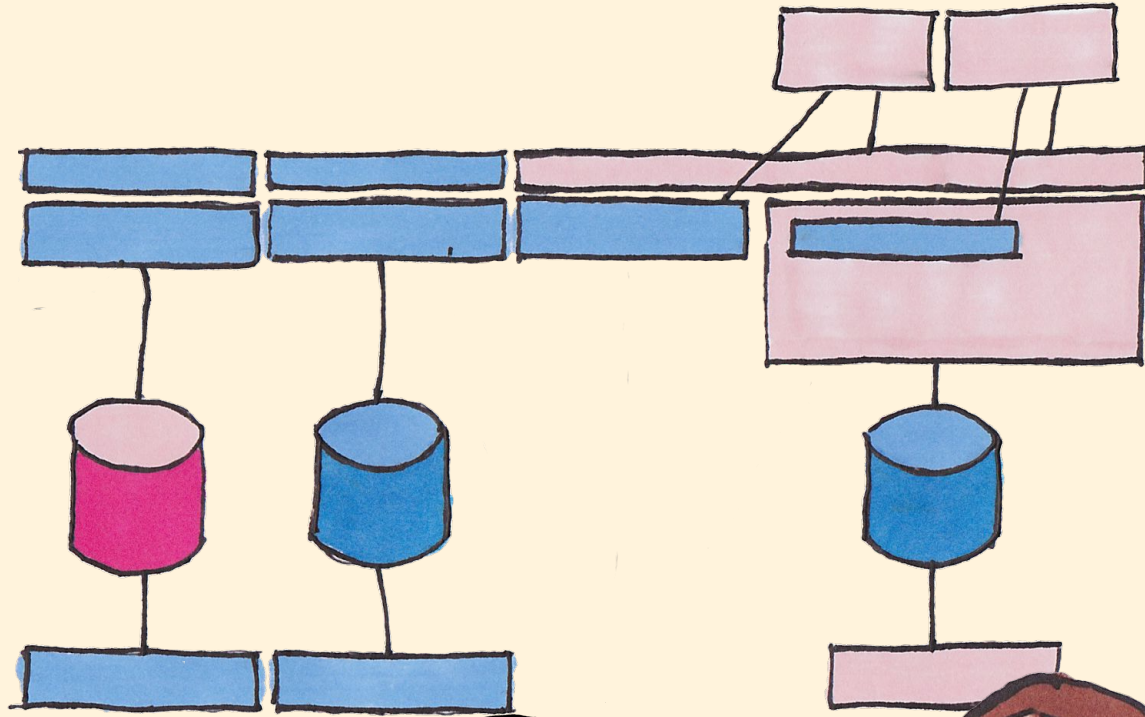
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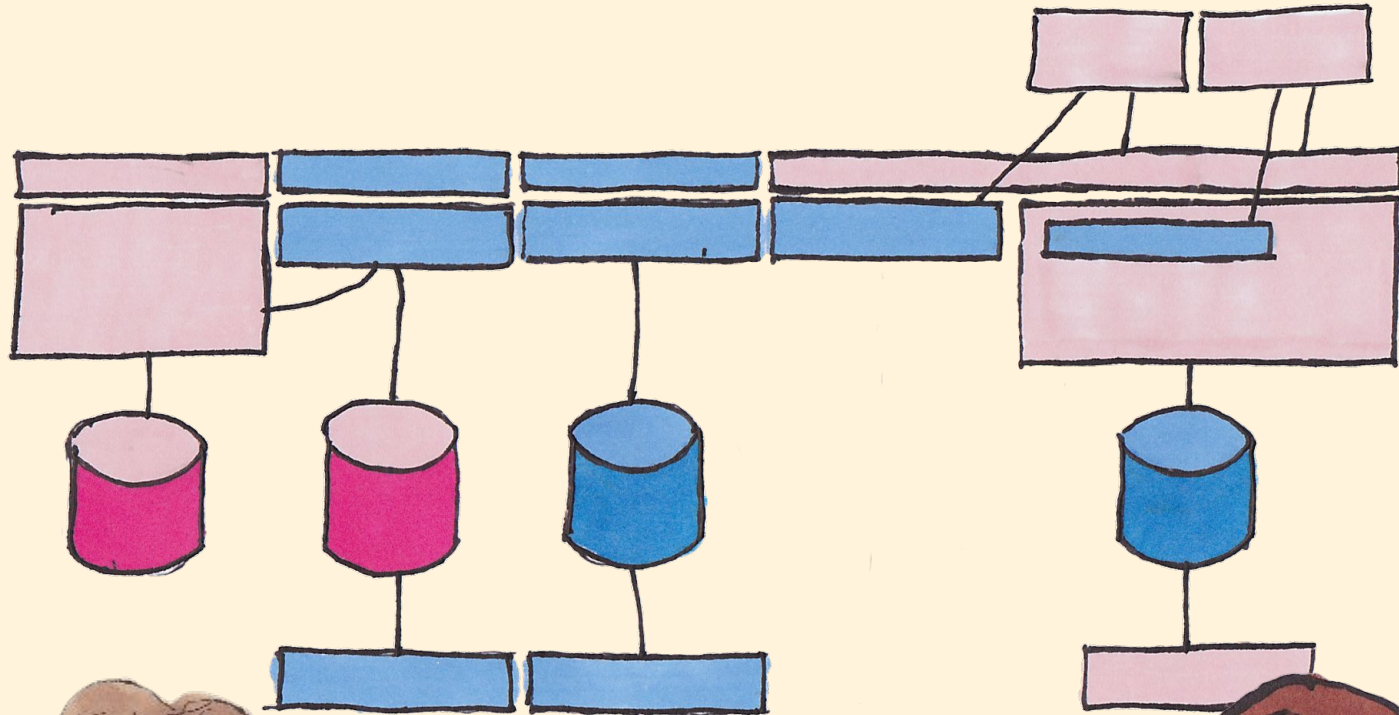
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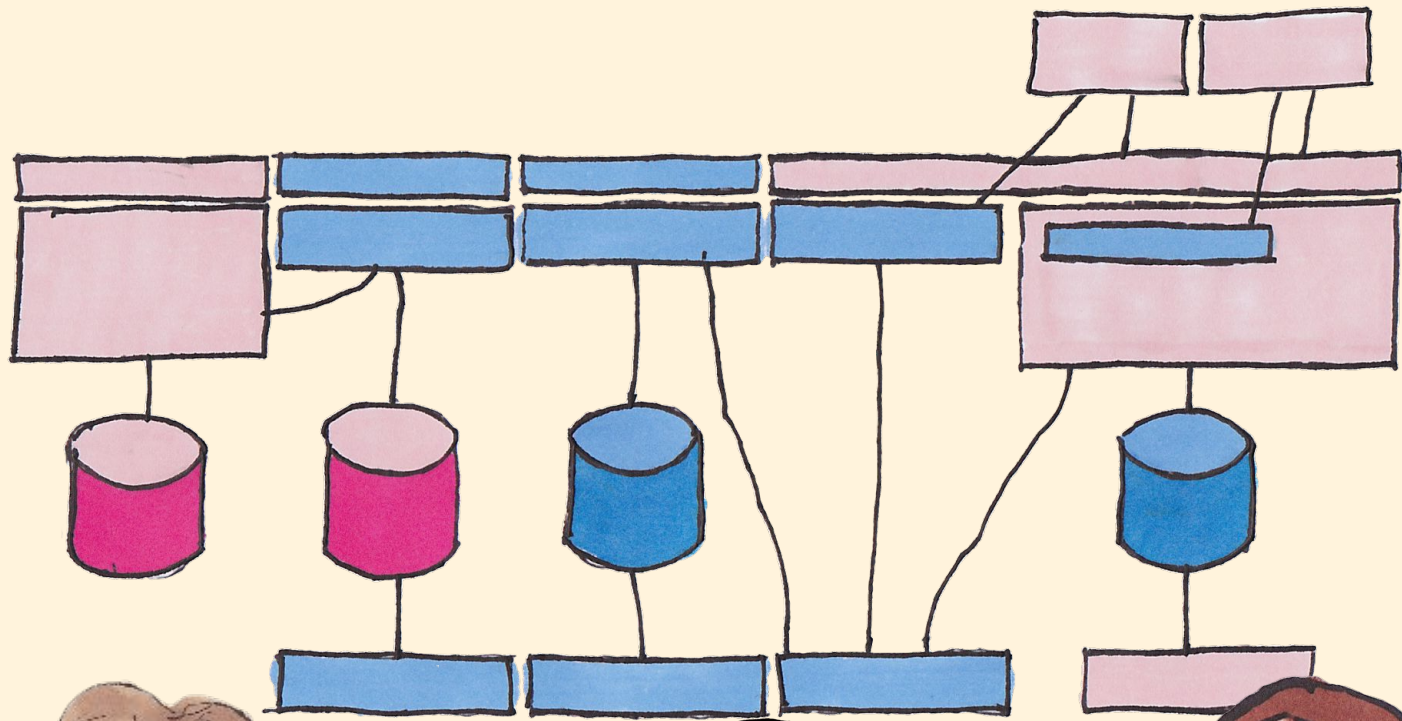
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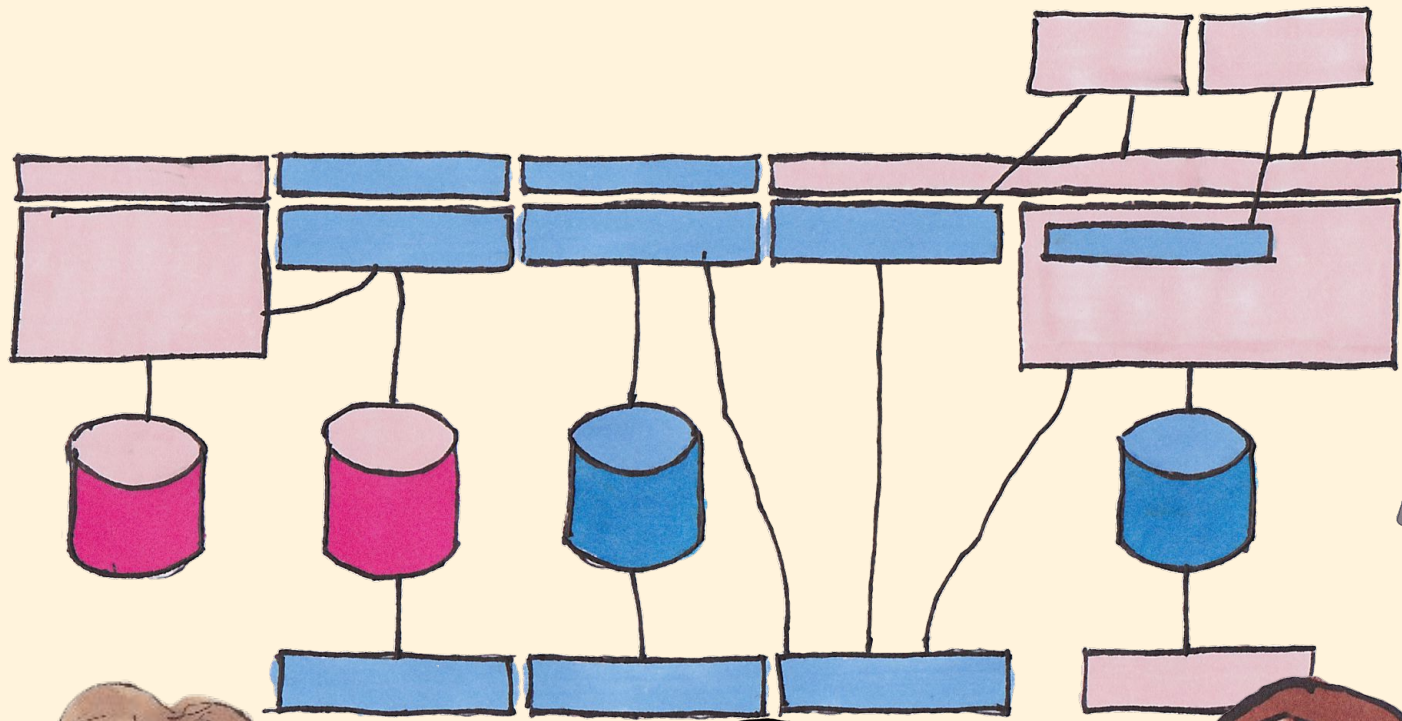
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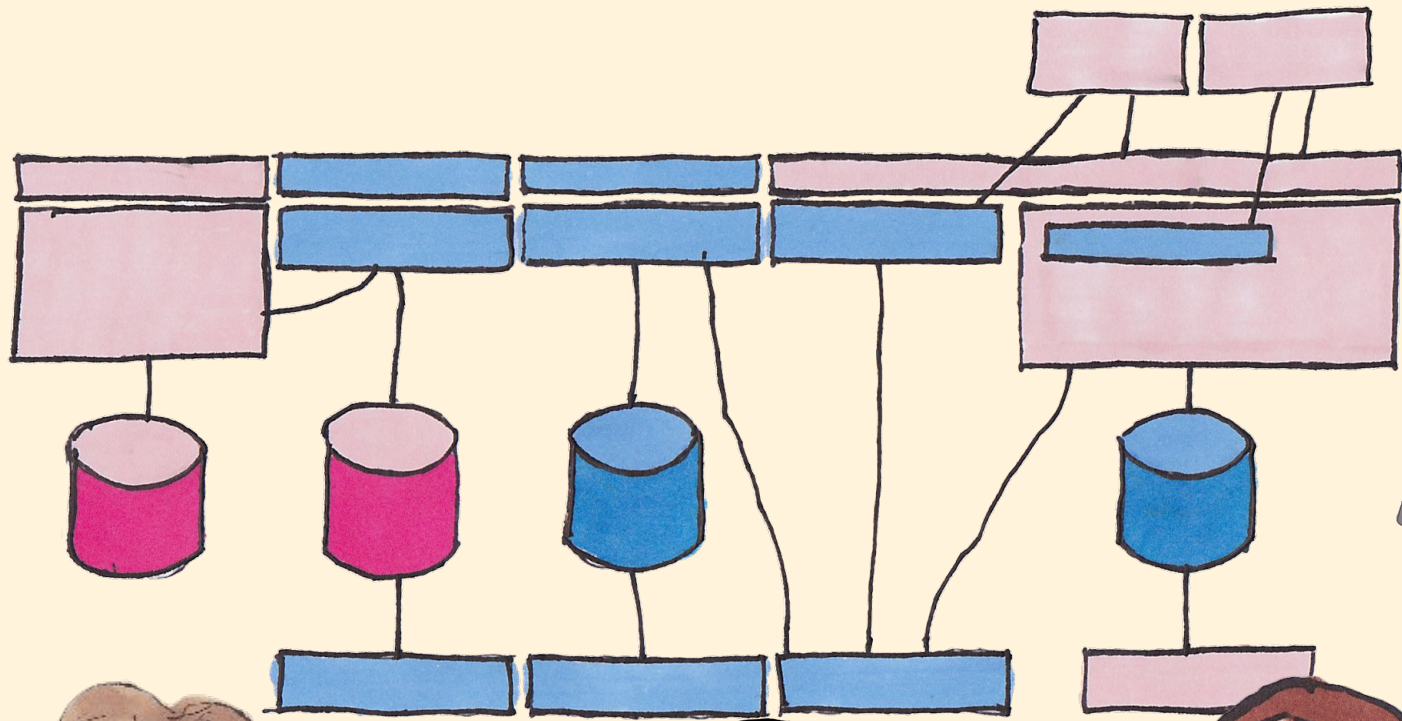


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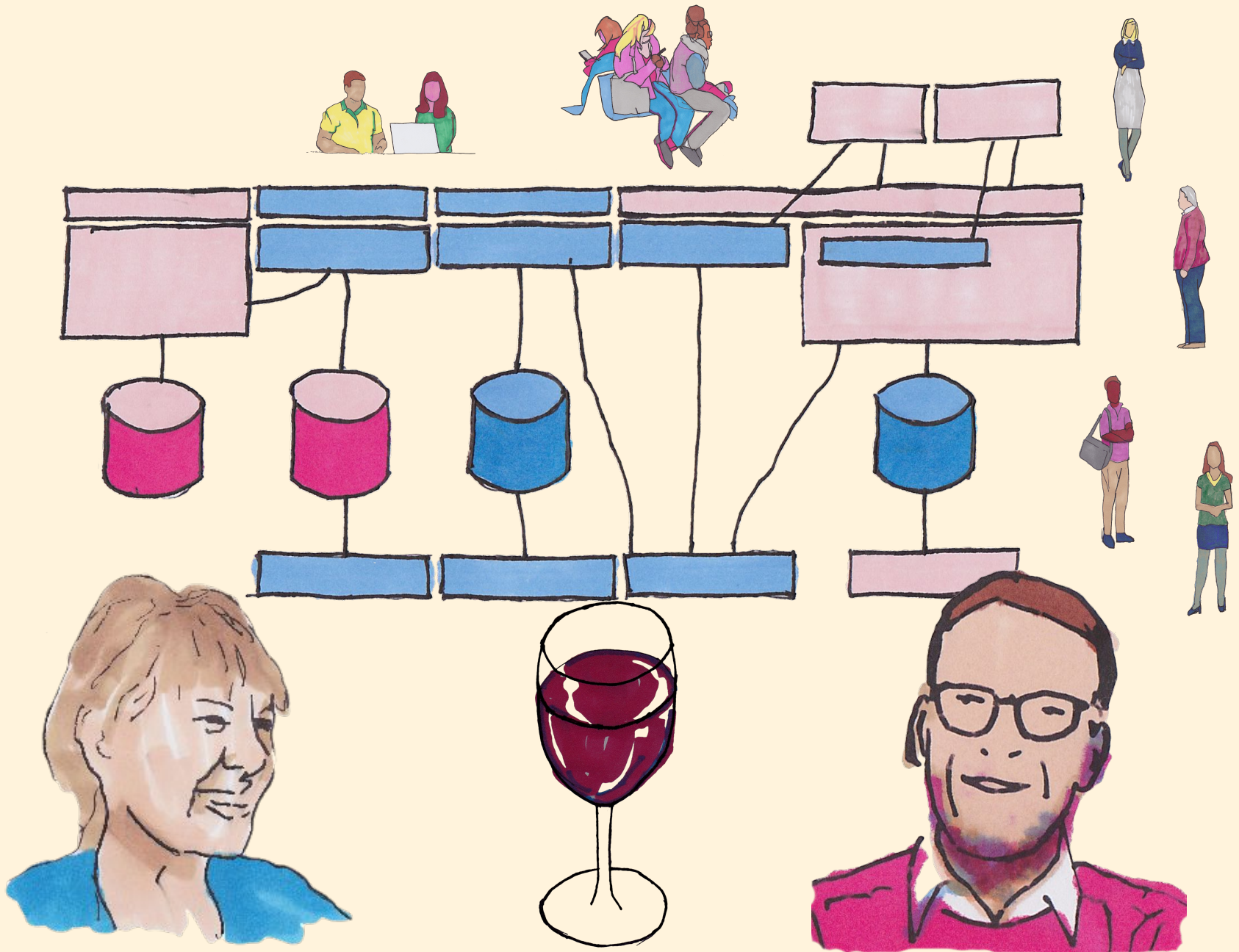
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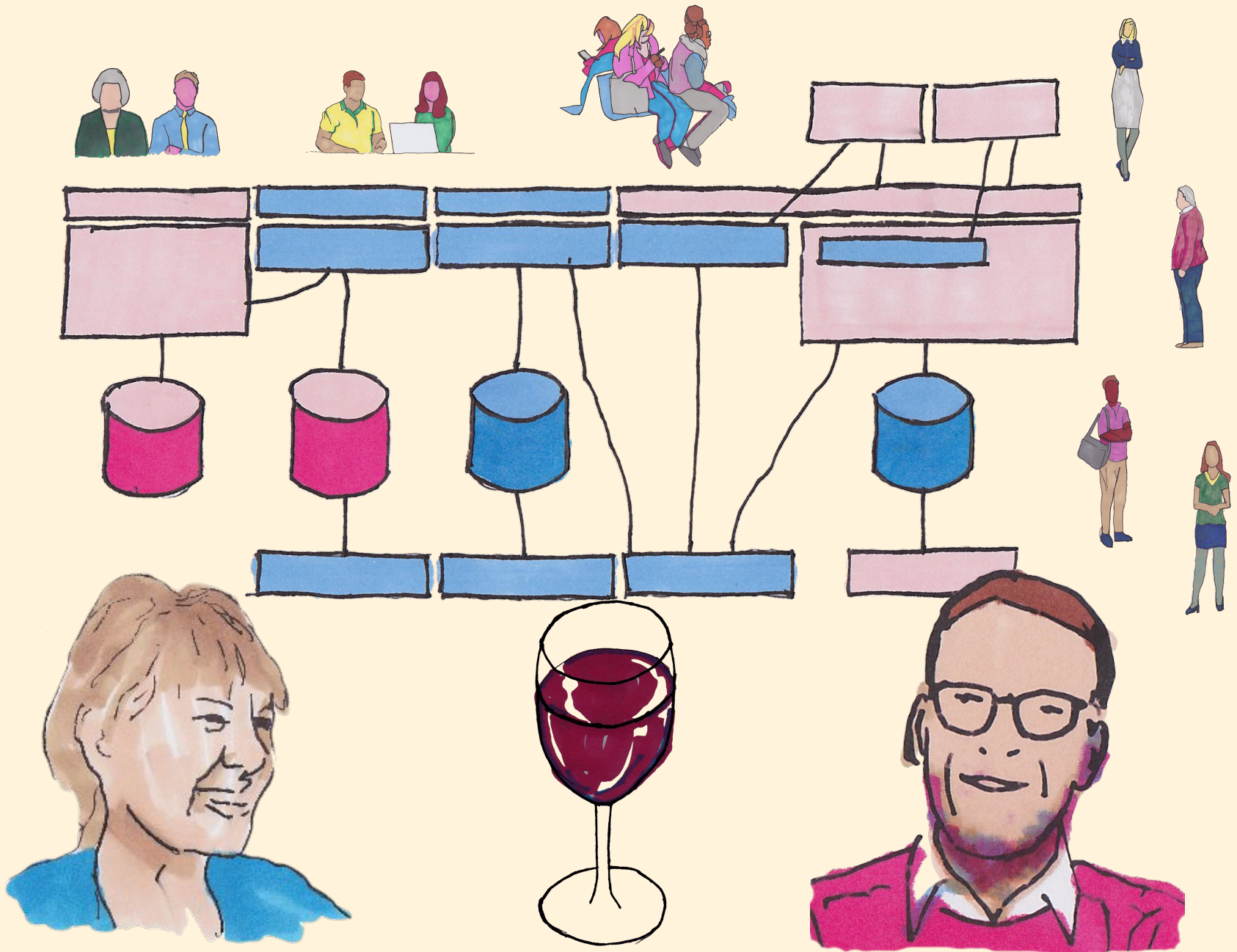
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Needed to work across organisational boundaries

My objective - get the site live and introducing automation

Lots of email, JIRA and a weekly project meeting.



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Segmentation

Needed to work across organisational boundaries

Vision

My objective - get the site live and introducing automation

Polling

Lots of email, JIRA and a weekly project meeting.



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Segmentation

Vision

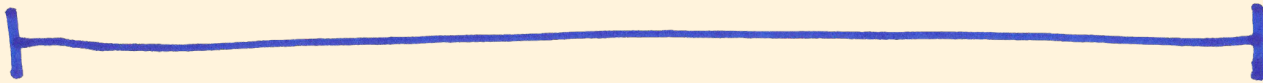
Polling



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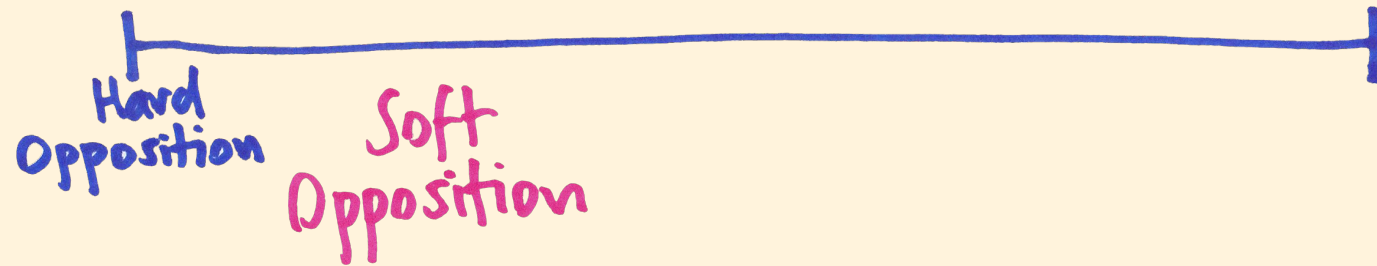


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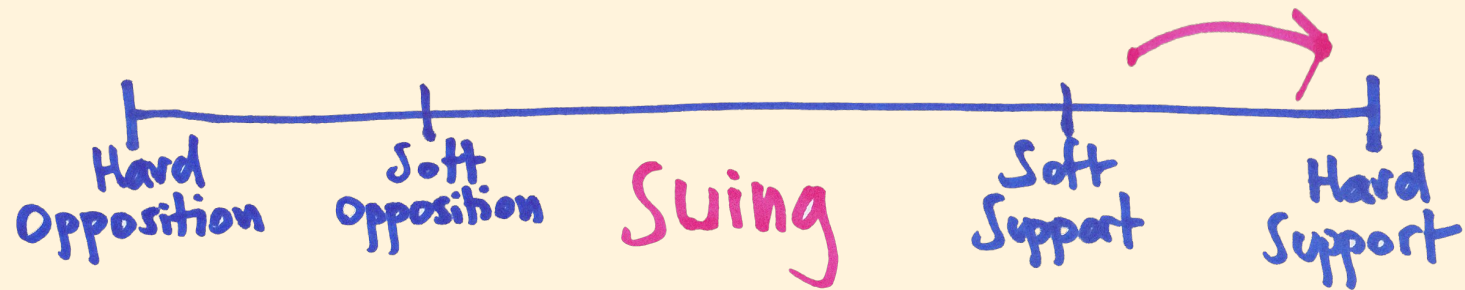
Hard
Opposition

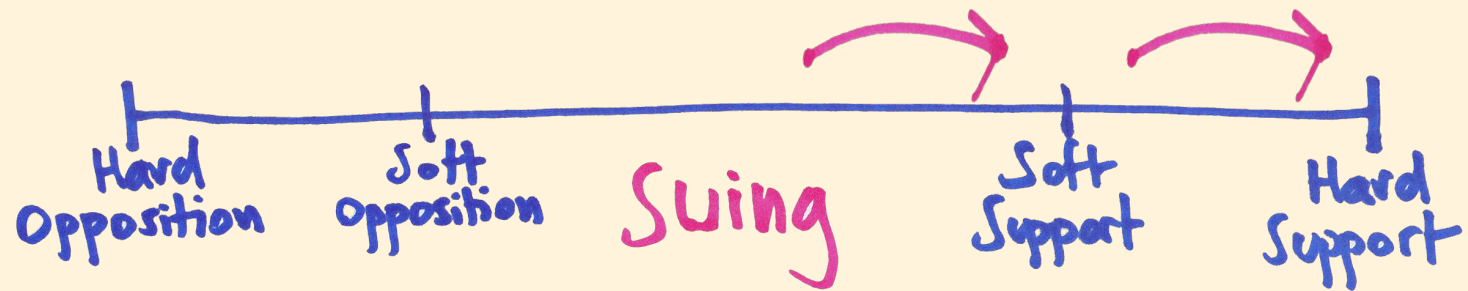


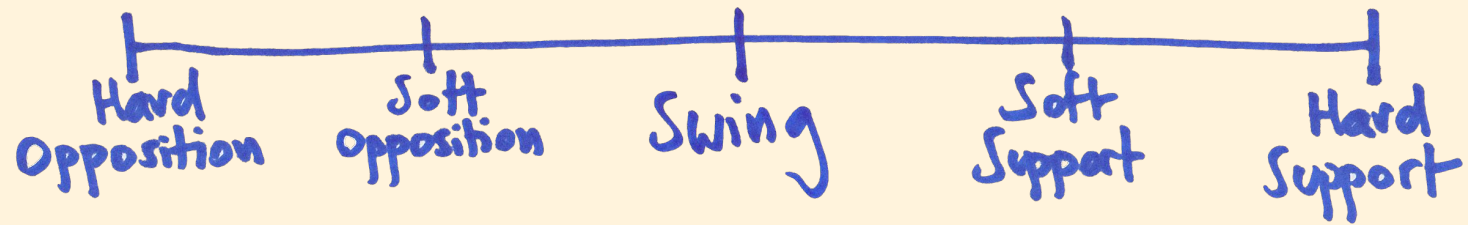




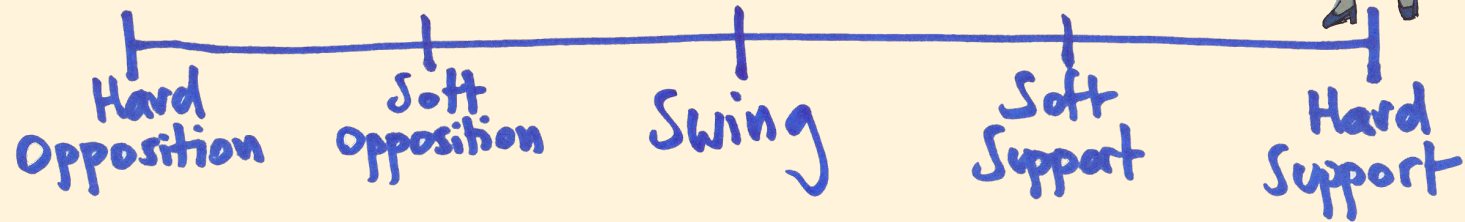


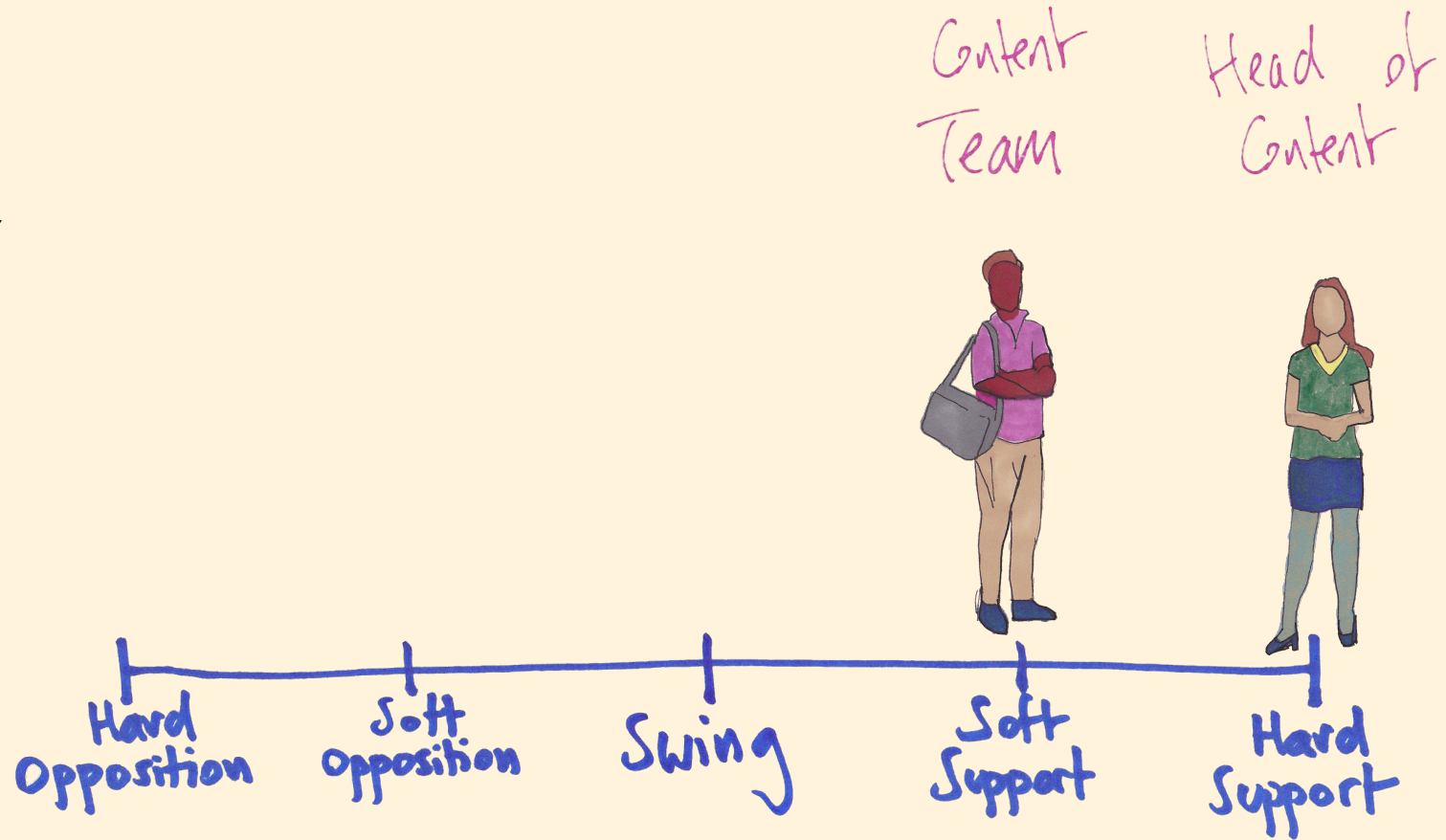






Head of
Content





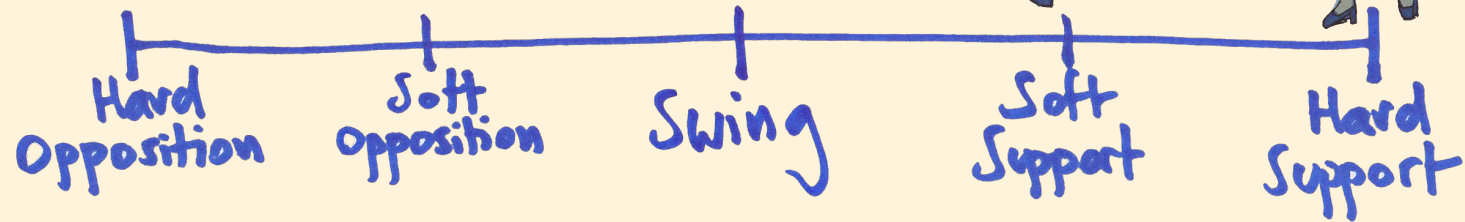
Corporate
IT



Content
Team



Head of
Content

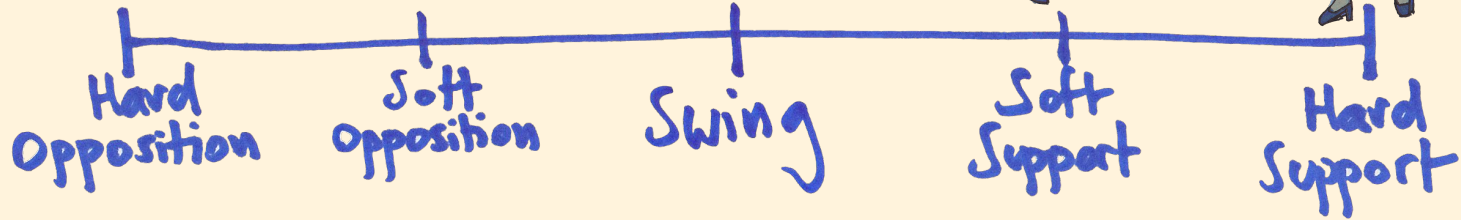


Corporate
IT

Hosting
Partner

Content
Team

Head of
Content



Corporate
IT

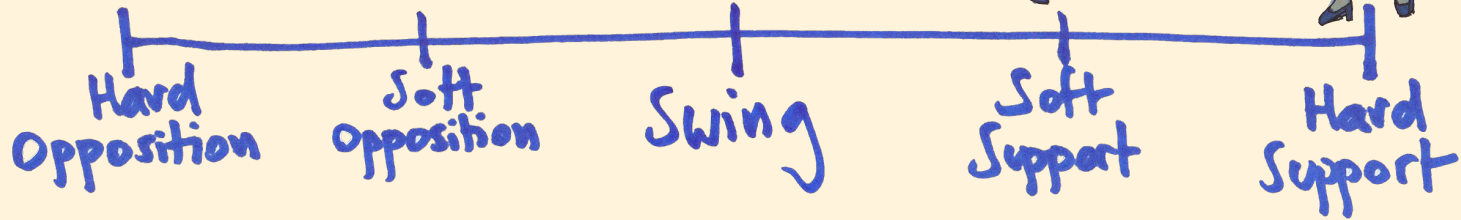
Hosting
Partner

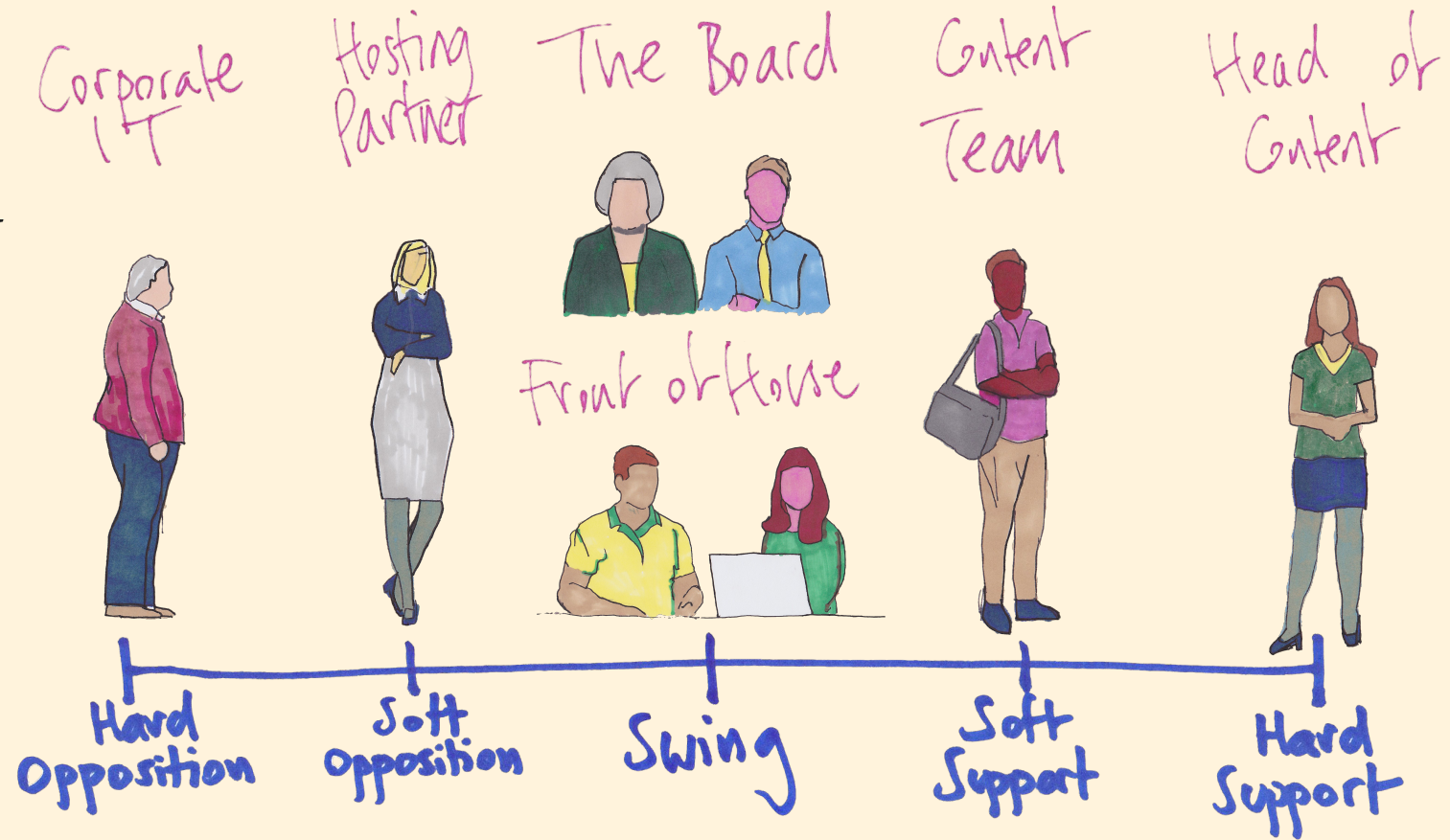
Content
Team

Head of
Content

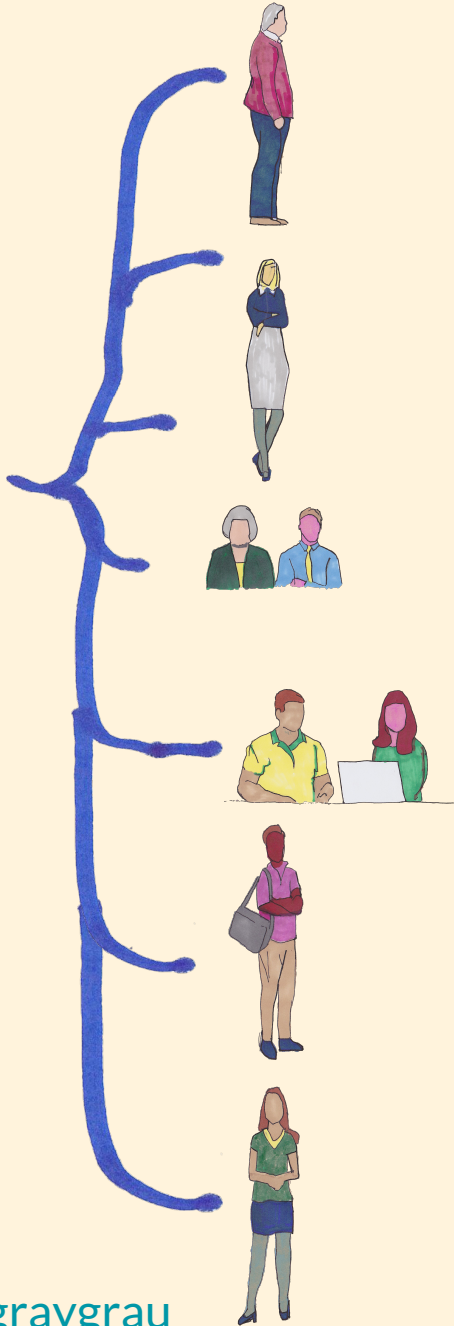


Front of House

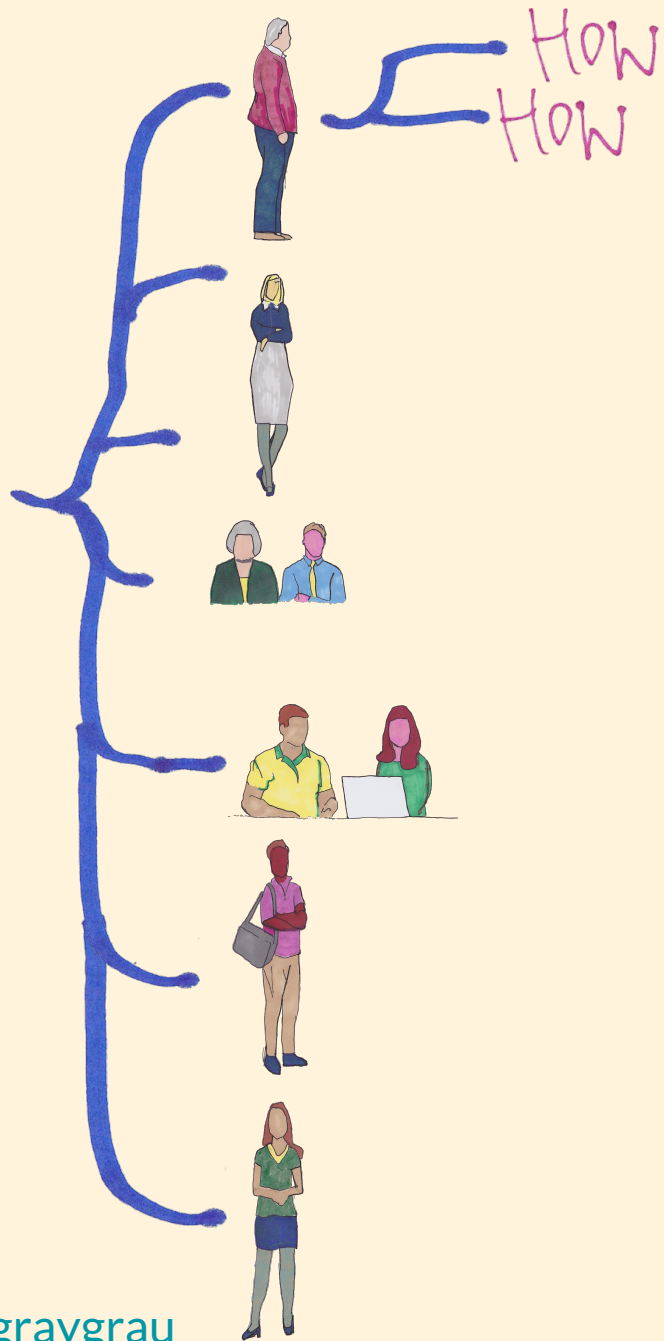




GOAL

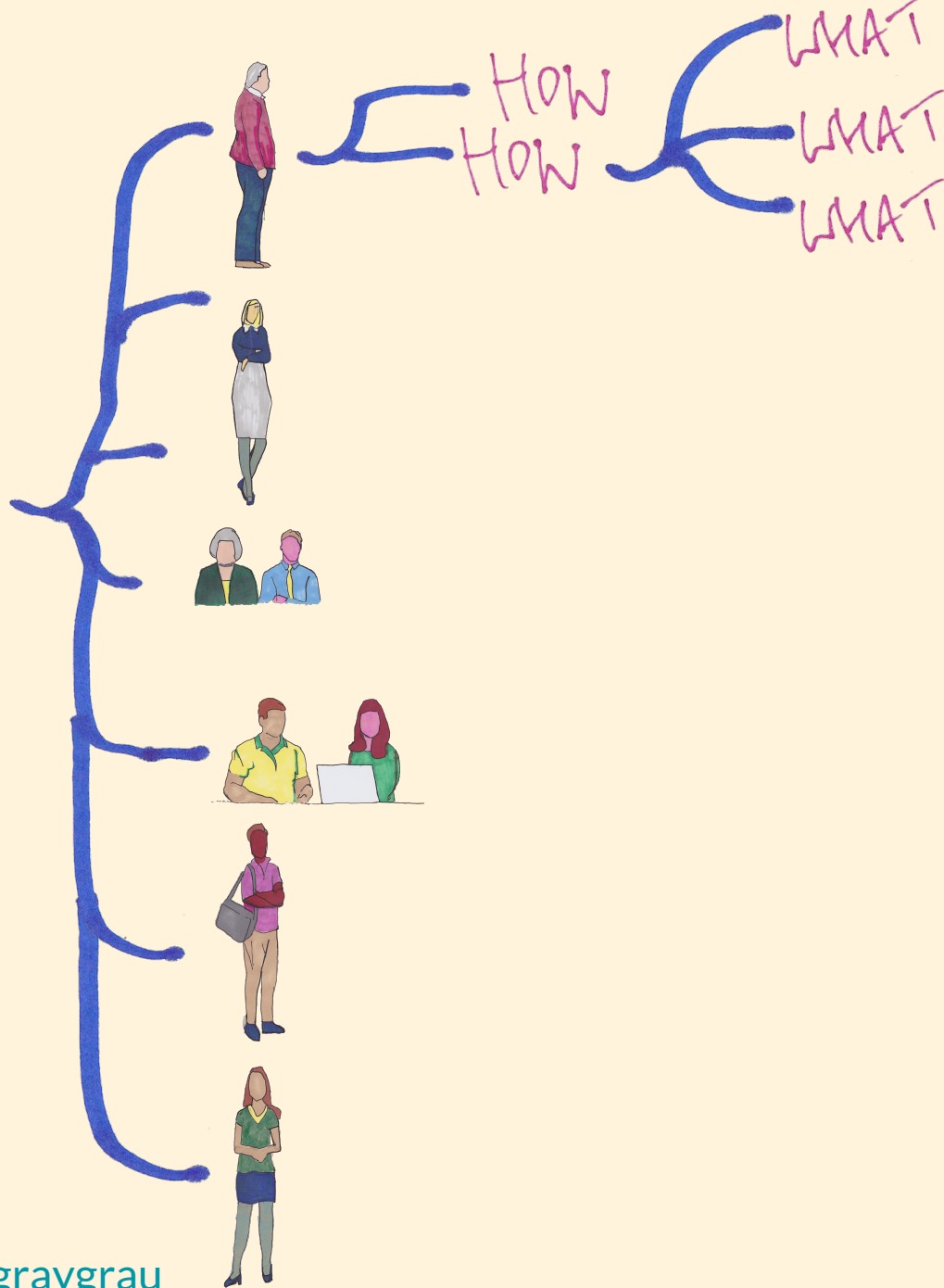


GOAL

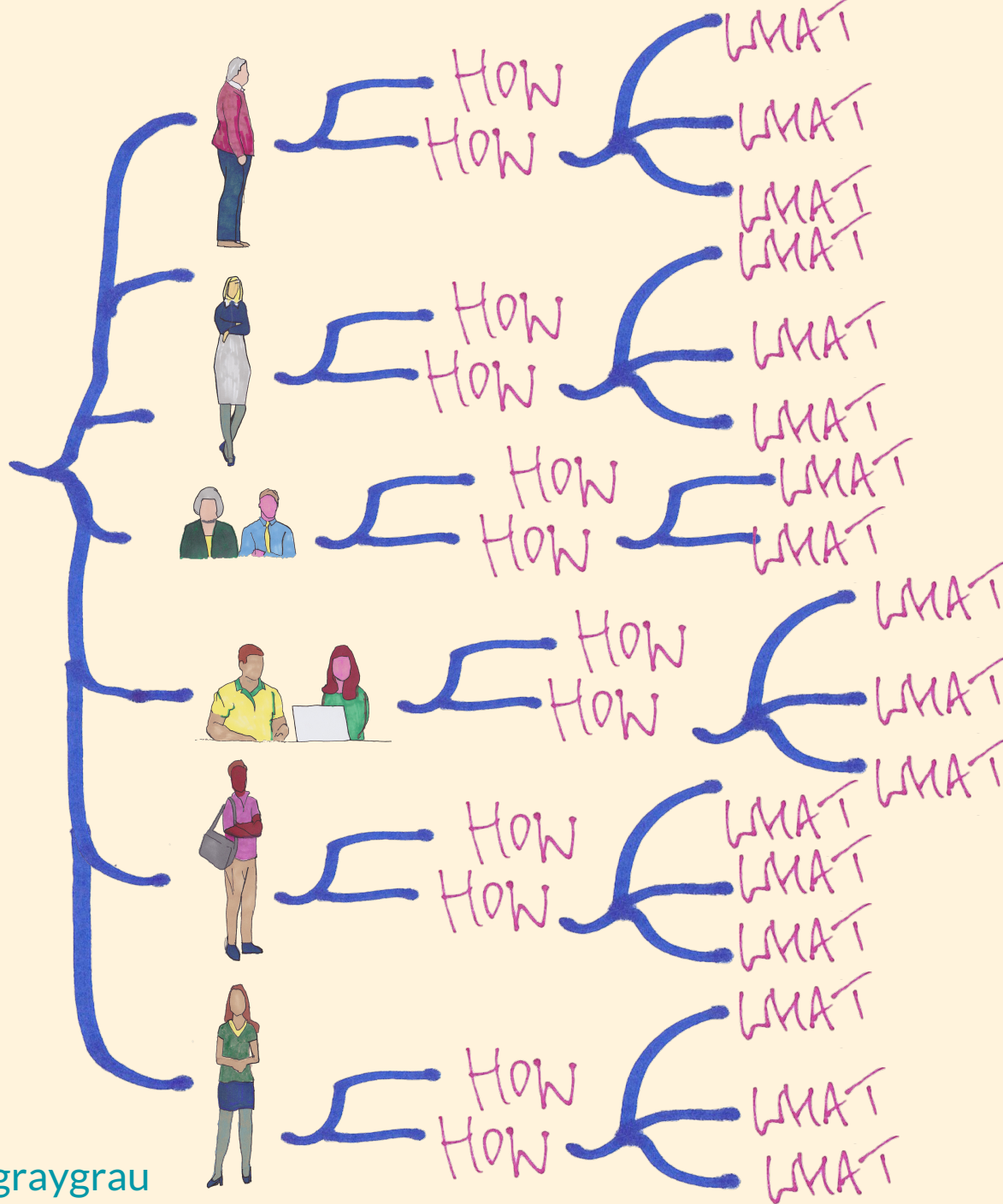


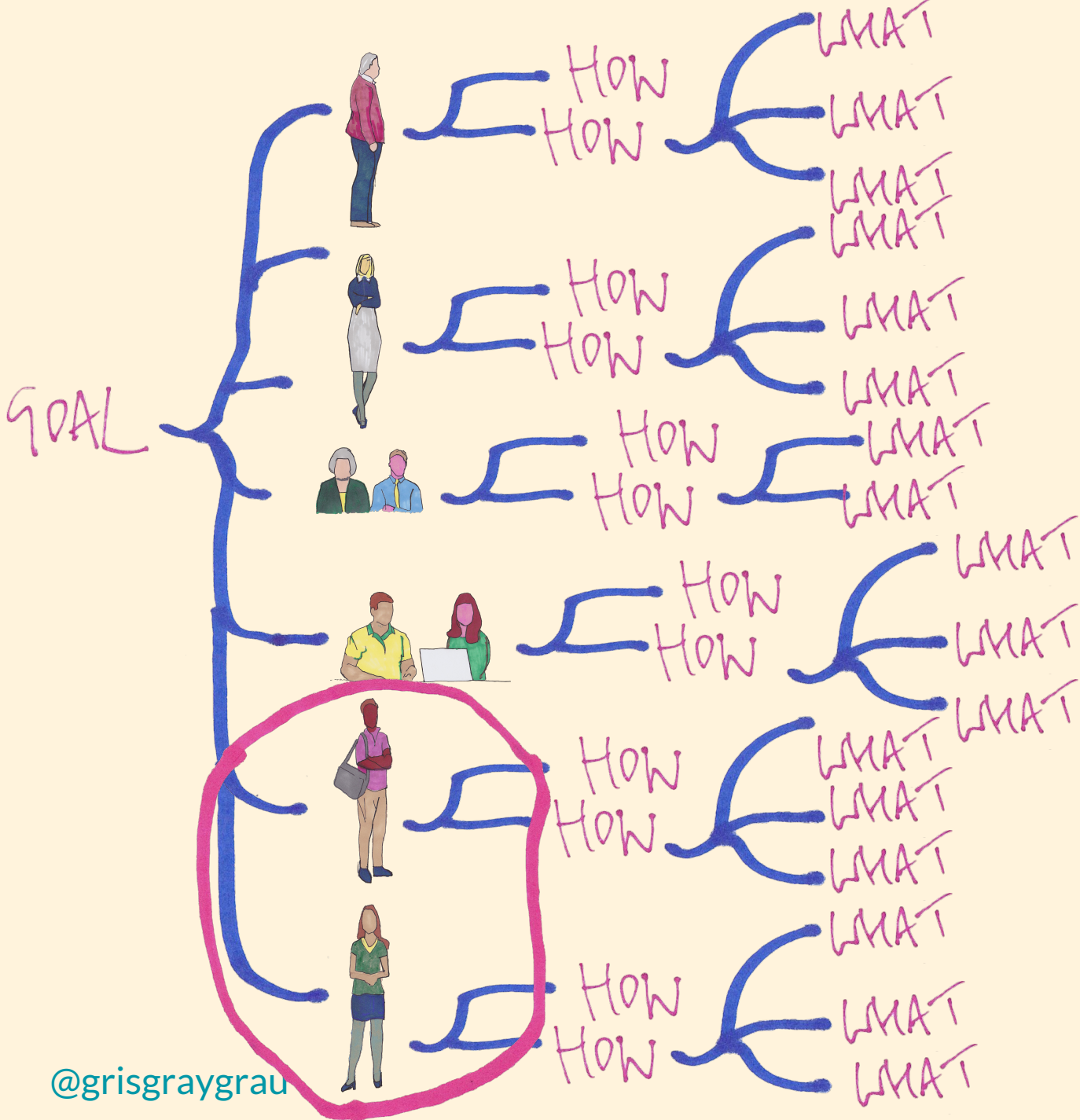
How
How

GOAL



GOAL





Segmentation

Vision

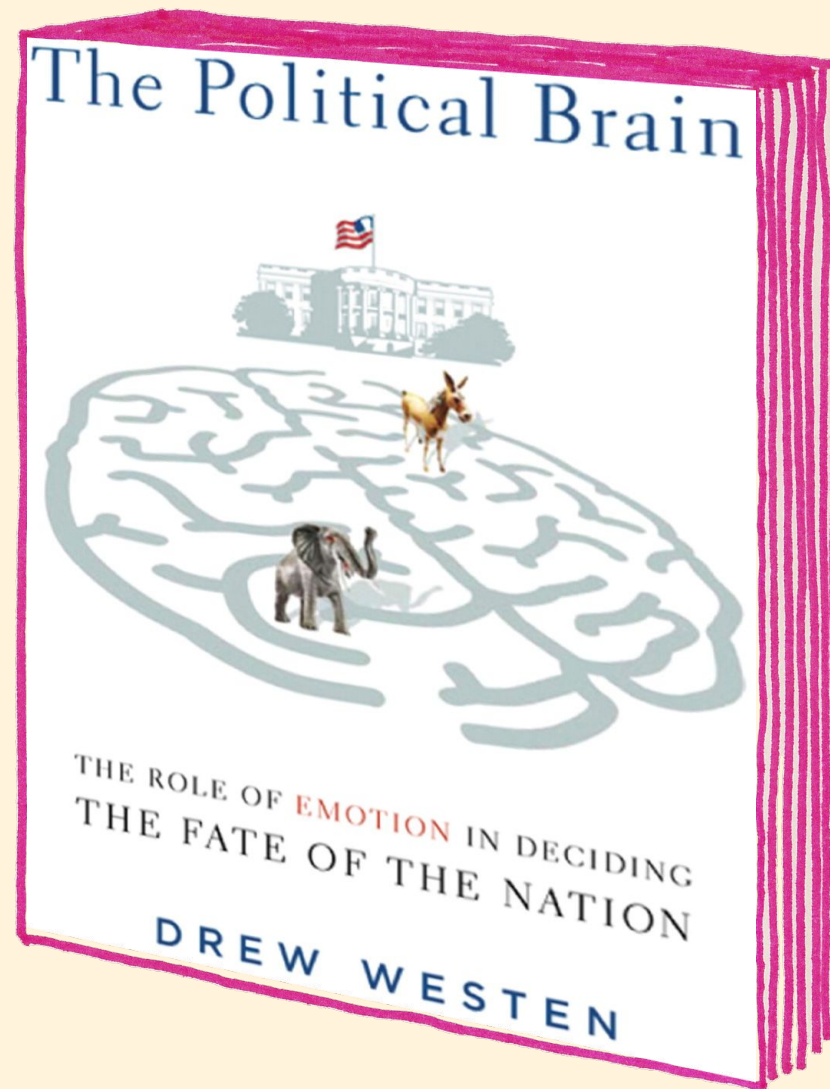
Polling



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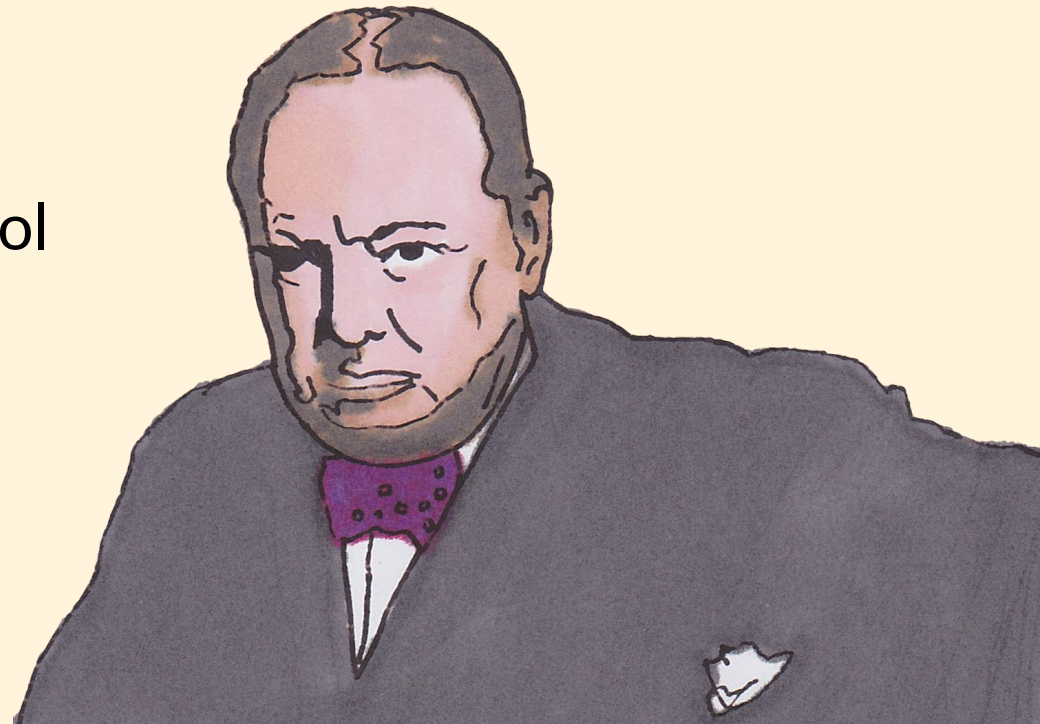
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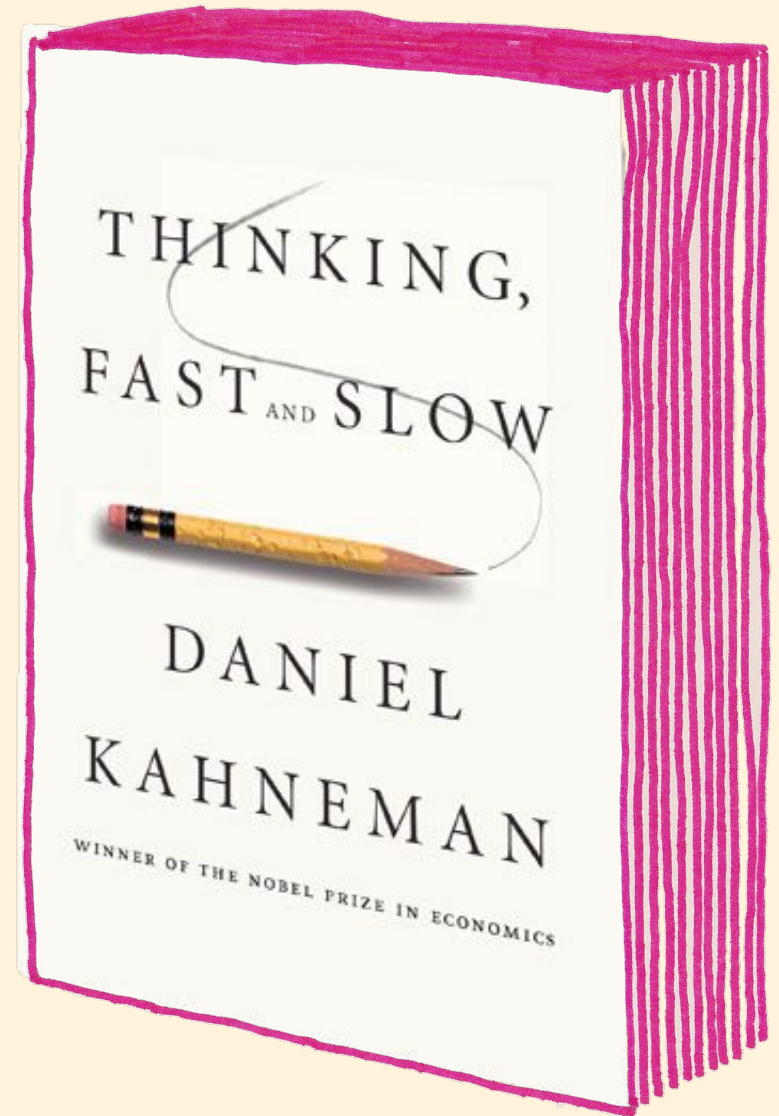
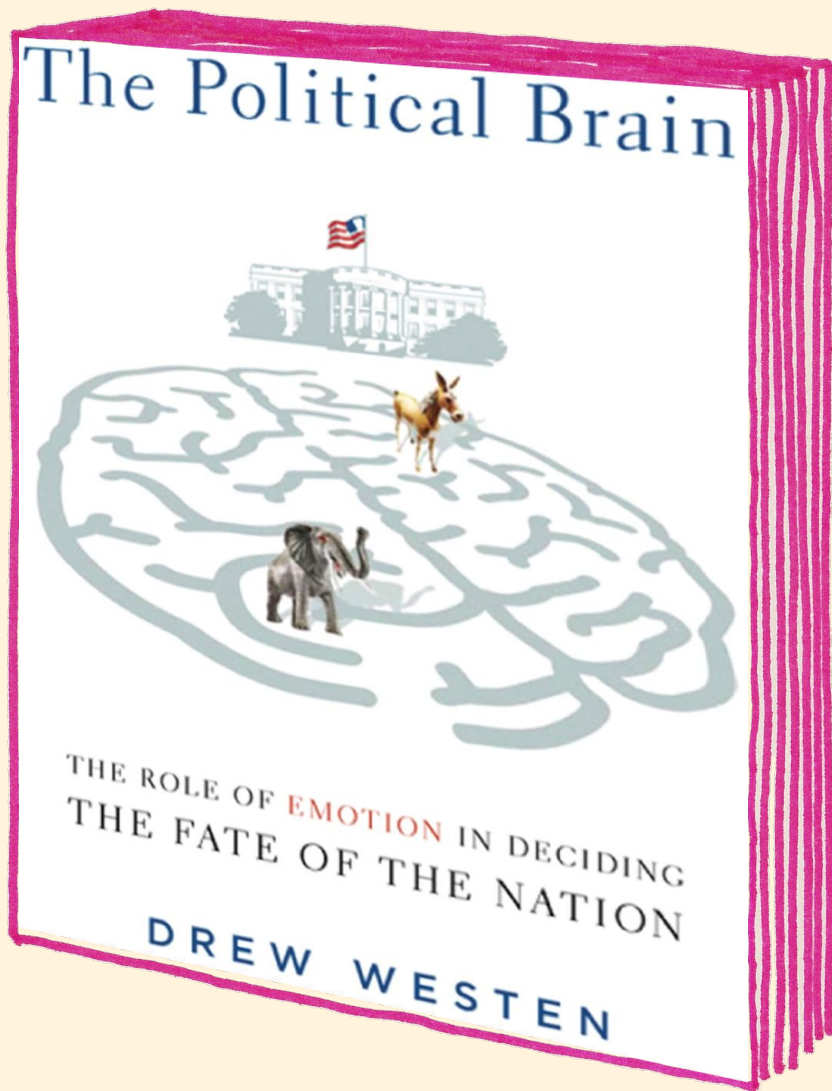
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“Do not let us speak of darker days; let us rather speak of sterner days.

These are not dark days; these are great days—the greatest days our country has ever lived; and we must all thank God that we have been allowed, each of us according to our stations, to play a part in making these days memorable in the history of our race.”

Churchill
29 October 1941 Harrow School





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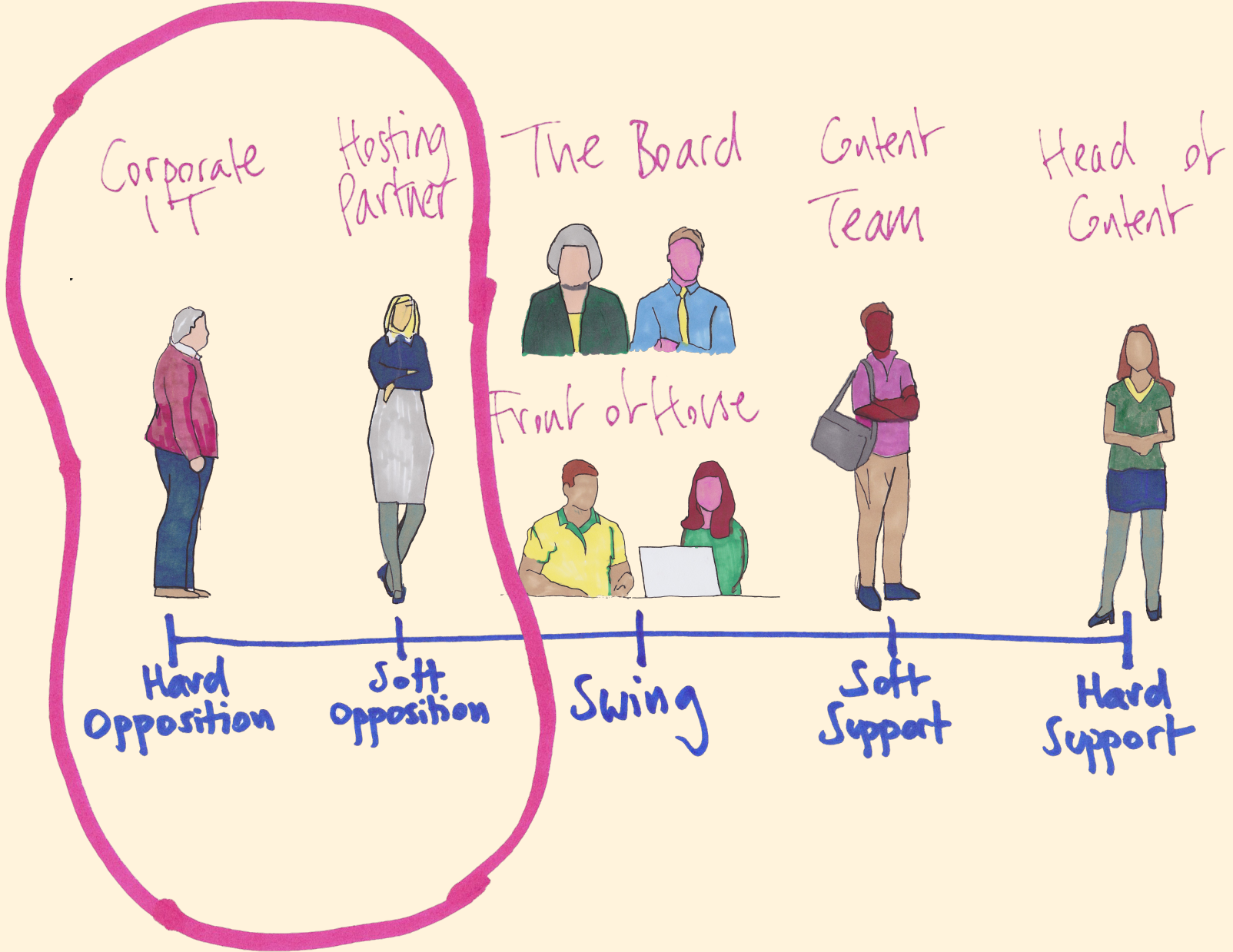
My meh Vision

Get the new website live on time

(and do it automatically)

My new Vision

More new members than ever before!



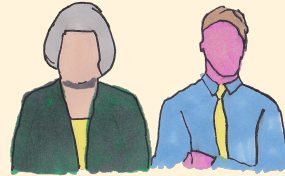
Corporate
IT

Hosting
Partner

The Board

Content
Team

Head of
Content



Frank of Horse



Hard
Opposition

Soft
Opposition

Swing

Soft
Support

Hard
Support

Segmentation

Vision

Polling



@grisgraygrau



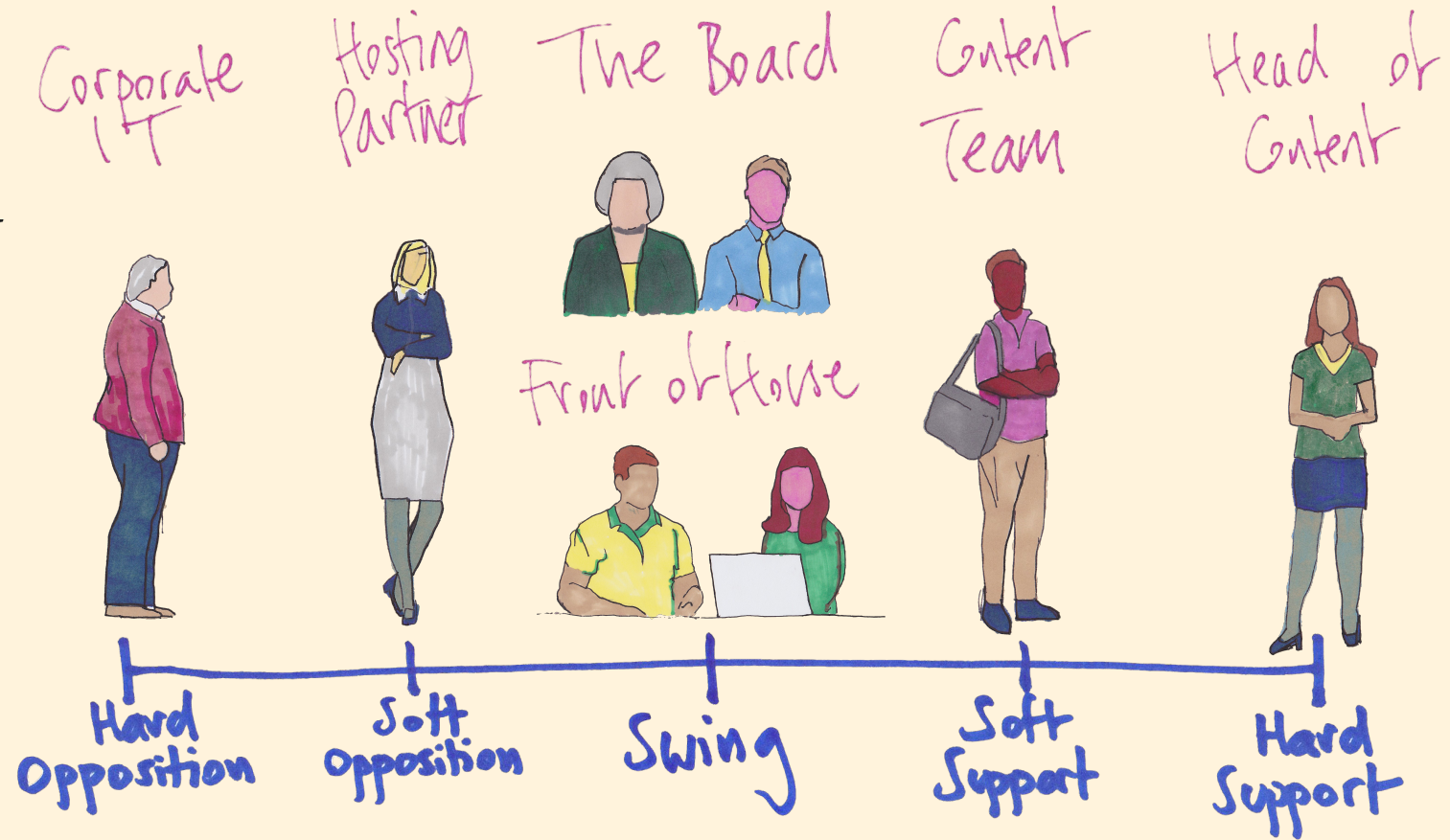
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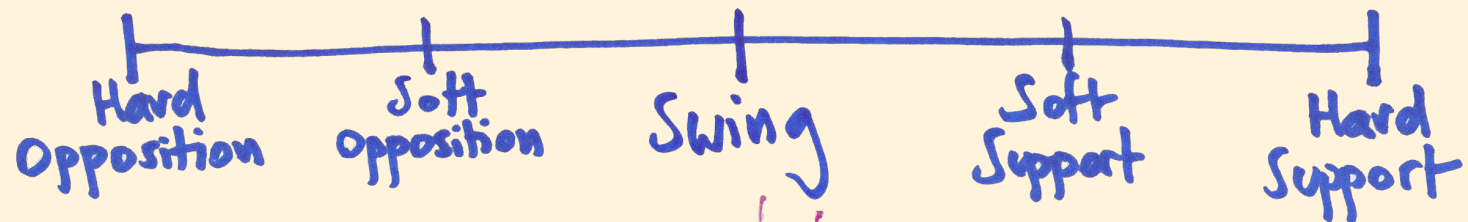
Individuals and interactions
over processes and tools

Working software
over comprehensive documentation

Customer collaboration
over contract negotiation

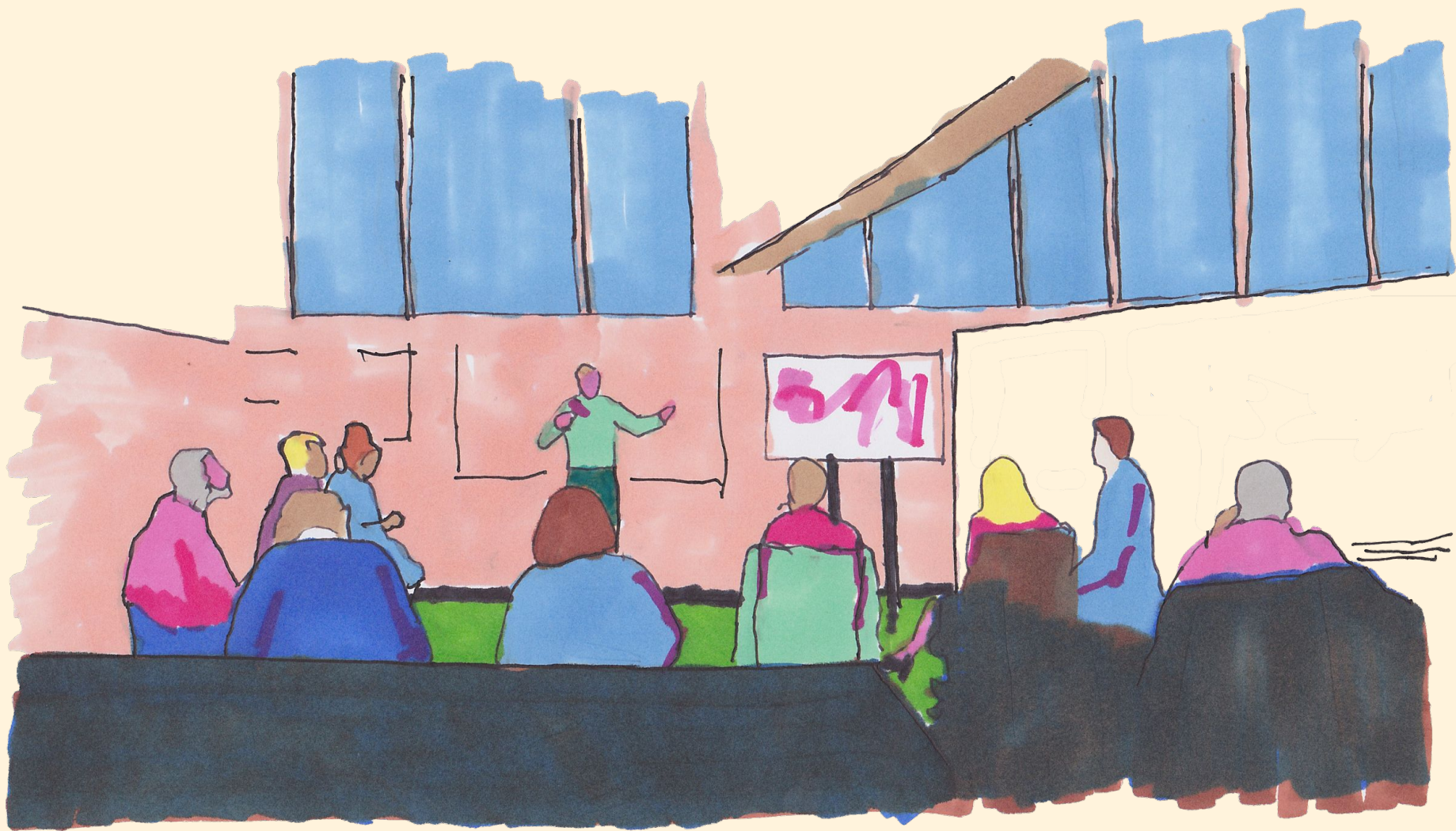
Responding to change
over following a plan





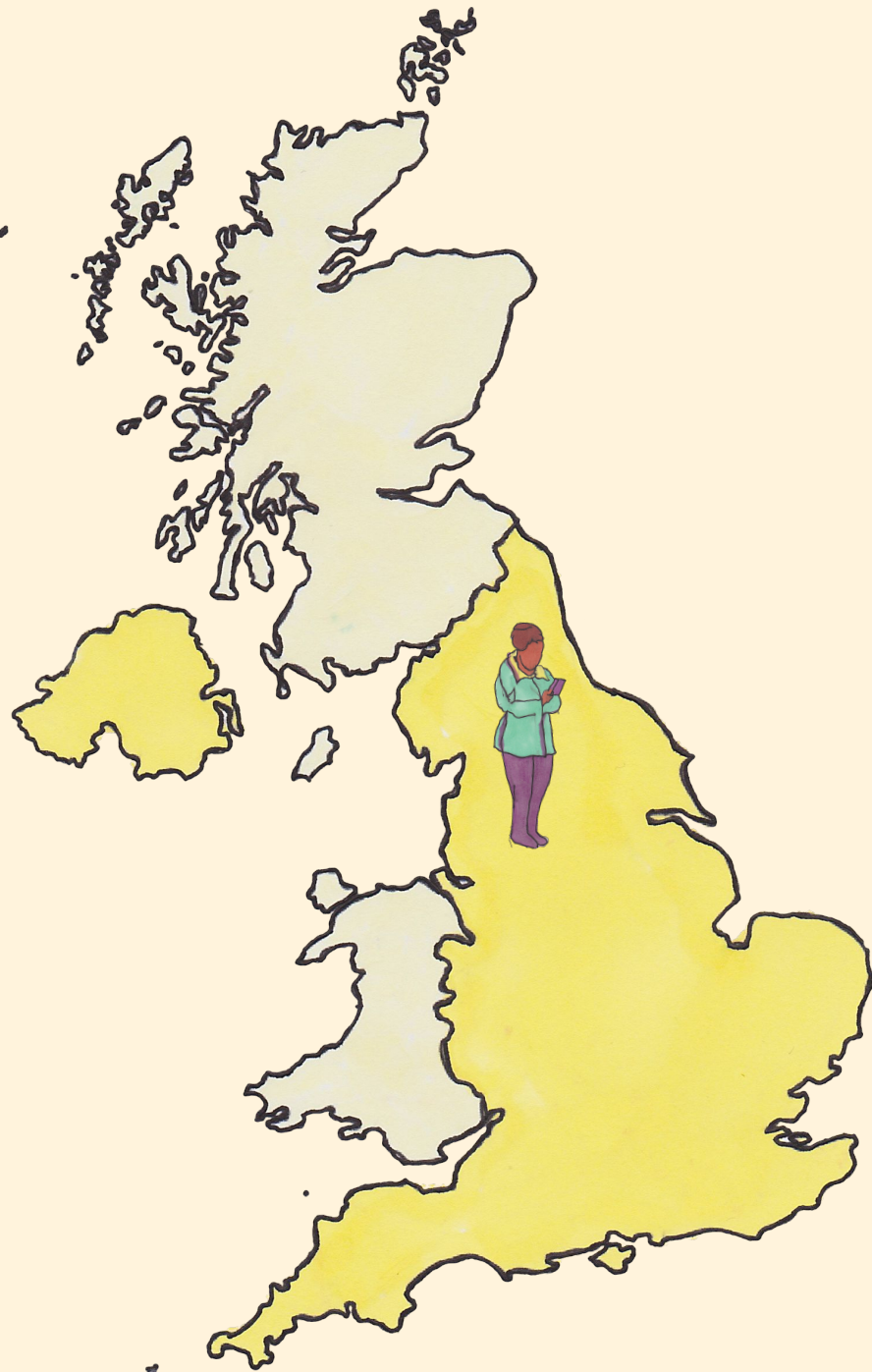
Front of House





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A 'One Team' approach

The business and its suppliers need to work together to a common goal with a shared understanding of why we are working towards it and what its priority is to the business. This will allow all parties to be aligned and devote the appropriate level of resource to the work.

Automation - "One Click Deploy"

There should be no manual steps required either for the creation, provisioning and configuration of the technology platform.

Consistent Environments

The only differences between Development, CI, Testing, Staging and Production environments should be one of scale and where appropriate the level of redundancy provided.

Segmentation

Increase the Franchise

Vision

Establish a Common Ground

Polling

Create a Meaningful Dialogue

"I don't manipulate voters, because I can't - **they're too sophisticated**. I'm much more interested in **the nature of communication itself**. How do you create a **dialogue** with the electorate?"

David Sawyer

Quote from NY Times obit - July 1995



Thank You!

Q&A



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