Winning Hearts and Minds
The lessons learned from Electoral Politics
Kate + Chris

@grisgraygrau @worldofchris
It started with a glass of wine...
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]
“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]
Segmentation
Vision
Polling
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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My objective - get the site live and introducing automation

Polling
Lots of email, JIRA and a weekly project meeting.
Segmentation

Vision

Polling

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Hard Opposition
Hard Opposition  Soft Opposition  Soft Support  Hard Support
@grisgraygrau

@worldofchris
Hard Opposition  Soft Opposition  Swing  Soft Support  Hard Support
Segmentation

Vision

Polling

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@worldofchris
The Political Brain

The role of emotion in deciding the fate of the nation

Drew Westen
“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
My meh Vision

Get the new website live on time
(and do it automatically)
My new Vision

More new members than ever before!
Segmentation

Vision

Polling

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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
Hard Opposition  Soft Opposition  Swing  Soft Support  Hard Support

Front of House
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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