



Public Affairs

Elevating Public Affairs and
Communications for Success

By Brett Cooper



In an ever-evolving world characterized by shifts in social dynamics, geopolitical tensions, and intricate political landscapes across the globe, the importance of Public Affairs and Communications teams cannot be overstated. Their ability to navigate and proactively respond to political and social dynamics and trends is pivotal in shaping favorable long-term outcomes for organizations.

Public Affairs, often referred to as Corporate Affairs, has traditionally revolved around engaging with government, regulatory bodies, and political stakeholders to secure positive regulatory outcomes or avert unfavorable, uncompetitive results. However, its scope has expanded to encompass a wide array of responsibilities, including but not limited to; **Government Affairs, Stakeholder Engagement, Crisis Management, Internal and External Communications, ESG, and Sustainability.**

In today's world, the role of Public Affairs and Communications is more critical than ever. Successful companies recognize the imperative of integrating these functions into their business strategies, enabling them to seize opportunities and proactively mitigate risks, rather than reacting to crises that might have been prevented with early action.



Based on extensive experience and observation, organizations tend to adopt three primary approaches to Public Affairs:

1

Fully Integrated Approach: Companies in this category maintain a cohesive Public Affairs and Communications team with well-defined objectives aligned with the company's mission, vision, and strategy. They consistently engage with stakeholders, nurture relationships, and allocate budget resources across all aspects of Public Affairs and Communications.

2

Periodic Engagement: Some companies acknowledge the importance of Public Affairs and Communications but tend to treat it as a periodic activity. For instance, they may expand the team and allocate budget resources only in the lead-up to elections or regulatory changes.

3

Wait-and-See Approach: Unfortunately, some companies adopt a reactive "wait-and-see" approach, engaging minimally with key stakeholders. Their focus on these functions intensifies only when issues or crises arise, often necessitating significant investments in crisis management.

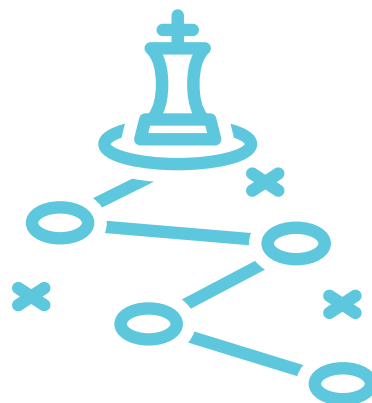


Influencing societal or regulatory change to favor your organization or safeguard against unfavorable developments require a strategic approach. Key components for success in navigating regulatory changes or legislation include:

- Identifying the key decision-makers involved in potential regulatory changes.
- Understanding their motivations for considering change.
- Recognizing the key influencers who shape the decision-makers' opinions, including politicians, the public, advisors, media, local and international stakeholders, interest groups, and experts.
- Constructing the most effective messages to convey to decision-makers and their influencers.
- Backing up your messages with compelling, fact-based evidence.
- Cultivating pre-established relationships with decision-makers and key influencers, facilitating swift and effective communication.
- Ongoing research and analysis to guide all activities and measure success.

Successful companies continually revisit these questions to stay informed, influence outcomes, and maintain pre-established relationships that can be leveraged when needed.

The initial step for any company is to establish a robust and forward-thinking Public Affairs and Communications team capable of anticipating and influencing potential impacts for favorable outcomes.



At The Tantalus Group, we offer extensive expertise in all facets of Public Affairs, aiding clients in establishing and managing successful Public Affairs and Communications teams. Our services encompass:

- Developing regulatory and reputational strategies aligned with short, medium, and long-term goals supporting the overall mission, vision, and strategy.
- Establishing or enhancing an effective Public Affairs and Communications team, including defining organizational structures, roles, responsibilities, training, and development.
- Cultivating internal company understanding, support, and commitment to the Public Affairs and Communications strategy, fostering a stakeholder engagement approach throughout the organization.

Our goal is to empower Public Affairs and Communications teams to drive their companies towards their objectives and ensure future viability in an ever-changing world.

Contact Tantalus to discuss Public Affairs and Communications opportunities.





About Brett Cooper

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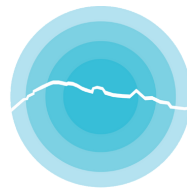
Brett possesses a wealth of experience in assisting organizations and teams enhance their communication, public affairs, leadership, and strategic capability. He brings extensive experience in communicating with senior business leaders, political figures, media professionals, and employees.

His career expands across various functions including public affairs, communications, sales & marketing, people & culture, and general management in Australia, Switzerland, the European Union, the UK, the Philippines, Hong Kong, and Asia Pacific.

Throughout his career, Brett effectively led and steered organizations through transformative phases and periods of change, even in the face of substantial external challenges, all while consistently achieving strong business performance and positive results.

He has a proven history of tackling intricate challenges, constructing productive and effective teams, and achieving favorable business outcomes.

Want to know more? Please contact Brett via
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