



Influencing Government Decision-Making

Course Overview:

Shaping policy and regulatory outcomes requires a nuanced understanding of government processes and effective advocacy. This course, led by government relations expert **Georgie Smith**, offers participants the essential tools and insights to influence government decision-making within the healthcare and pathology technology sectors.

Delivered entirely online, this course is perfect for professionals aiming to better navigate policy landscapes, build relationships with key decision-makers, and make a tangible impact on government regulations. The focus is on developing practical advocacy strategies that resonate with policymakers and align with sector needs.

What You Will Learn:

- **Government Structures and Decision-Making:** Understand how government operates at local, state, and federal levels, including how legislation is developed, approved, and enacted.
- **Policy-Making Cycle:** Gain insights into the stages of policy development, from issue identification through to evaluation, and discover when and how to effectively intervene.
- **Advocacy and Lobbying:** Learn ethical and effective lobbying techniques, including how to present a persuasive case that aligns with government priorities and policy objectives.
- **Building Strategic Relationships:** Identify key decision-makers and influencers within government and learn best practices for building and maintaining long-term professional relationships.
- **Timing in Government Engagement:** Discover how to time your advocacy efforts effectively, taking advantage of election cycles, consultations, and public opinion shifts.
- **Case Studies of Success:** Examine real-world examples of successful advocacy in the healthcare and medical technology sectors, and apply these lessons to your own strategy.
- **Public Opinion and Media Leverage:** Learn how to use media and public sentiment to support your advocacy efforts and amplify your message.
- **Navigating Regulatory Environments:** Understand how to advocate for regulatory changes within highly regulated industries like pathology technology and medical devices.

Learning Outcomes:

- **Master the Government Landscape:** Develop a clear understanding of government structures and processes relevant to your sector.
- **Build Effective Advocacy Campaigns:** Craft targeted, ethical advocacy campaigns that influence government decisions.
- **Strengthen Relationships:** Learn how to build and maintain effective, long-term relationships with policymakers and key government stakeholders.
- **Adapt to Political Change:** Understand how political environments shift and how to adapt your advocacy strategies to align with changing government priorities.
- **Real-World Application:** Gain practical tools for influencing decision-making through lessons learned from case studies.

Who Should Attend?

This course is ideal for:

- **Healthcare Executives:** Leading organisations that need to engage with government to influence policy and regulations.
- **Regulatory Affairs and Compliance Professionals:** Seeking to understand and influence regulatory frameworks within the healthcare sector.
- **Government Relations and Advocacy Professionals:** Wanting to enhance their lobbying and advocacy skills to make a more significant impact.
- **Industry Associations and Sector Representatives:** Representing sector-wide interests and requiring strategies to influence government on behalf of their members.

Why This Course?

- **Led by Georgie Smith:** Georgie brings extensive experience in government relations, offering insights into how healthcare policy is shaped and how to effectively advocate for change.
- **Tailored for Healthcare:** The course is specifically designed for professionals in the pathology technology, medical technology, and broader healthcare sectors.
- **Ethical and Practical:** Learn strategies that are both ethically sound and practically effective in influencing government decisions.
- **Real-World Focus:** Leverage case studies and practical examples from the healthcare industry to apply directly to your advocacy efforts.

Course Format:

- **Delivery Mode:** Fully online, with interactive virtual sessions.
- **Duration:** The course is delivered through a series of online modules, allowing participants to engage at their own pace, with live Q&A sessions to support interaction and learning.