The Washington Campus

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Strategy? Why do some organizations outperform others?

- Strategic thinking means looking in two directions at the same time.
  - Scanning your environment looking for threats and opportunities.
  - Looking inside your organization to see what capabilities exist to mitigate threats and pursue opportunities that are emerging.
IMPACT OF PUBLIC POLICY ON YOUR ORGANIZATION

• Changes in public policy create Threats and Opportunities affecting current and/or future business operations.

• McKinsey Survey of 1400 executives worldwide report four stakeholder groups with the greatest effect on companies economic value over the next 3-5 years are:
  – Customers 74%
  – Government 53%
  – Employees 49%
  – Investors 28% (Suppliers 17%)
What is The Washington Campus

• A consortium of 15 US business Schools located in Washington, D.C.

• A provider of nonpartisan programs explaining the federal public policy process for business school students, business executives, and leaders from other organizations.

• Speakers include current and former elected, appointed, and career official as well as prominent media and interest group leaders.
The Washington Campus Program Learning Objectives

• Learn how specific organizations are impacted by public policies
• Learn how the legislative and regulatory processes work
• Learn how to participate ethically and effectively in the public policy process