



## **The Broad Range of Activities in Global Public Affairs**

Globalization presents challenges that demand a new perspective on public affairs. The global economy has shaped a new business-government relationship, blunting the regulatory capacity of governments and introducing greater complexity to the design of public policies to promote important social goals. At the same time, critical policy problems such as environmental degradation, spread of deadly viruses, and financial market instability increasingly require strategies of global public affairs that coordinate across nations the actions of governments, businesses, and non-governmental agencies. In short, globalization has stretched the boundaries of public affairs, analytically and managerially. More than ever, the major and the mundane issues of governance link governments with players outside the public sector and beyond domestic borders.

Global business offers more opportunity today than ever before. However, enhanced opportunities also imply compounded challenges that are accompanied by increased complexity, uncertainty, and risk. Indeed, being global is more than simply geography. It means integrating and leveraging the tools for the successful implementation of a global vision. It also means being adept at understanding and utilizing the forces, ideologies and value systems that which shape the way nations and cultures interact, and the way social, political and economic policy impacts every aspect of how modern corporations and organizations operate across the globe. It requires a holistic approach towards harnessing the synergy from economic, human and social capital on an international playing field.

Globalization is changing public affairs education. In an increasingly interconnected world, public affairs communities must respond to international benchmarks. To integrate international benchmarks and local contexts, it is necessary to construct a competitive, healthy, and open academic environment, as well as a forum for the effective exchange of ideas.

There is a need to develop a rigorous professional training across several disciplines, to prepare practitioners to engage in public affairs in ways that meet the challenges of globalization, helping them to understand the inter-governmental, cross-cultural, and global non-governmental aspects of policy problems. Practitioners need to understand and solve the challenges presented by local and regional policy issues in countries around the world and builds skills in policy advice and implementation. In our contemporary, globalized world, even seemingly "purely local" issues often spill over to affect other jurisdictions, and the solutions to many local policy and governance problems require attention to broader global perspectives.

## **The broad range of activities in Global Public Affairs**

- Influencing and shaping legislation on global level that will have a material impact on the company.
- Shaping government and public opinion about the company to create a favorable environment for the industry in general and the company in particular.
- Establishment, facilitation and training of global public affairs networks.
- Ensuring strong and coordinated relations with policy-makers.
- Coordination and prioritization of public affairs projects.
- Driving cross-functional project teams in the development of global public affairs strategies.
- Advice and support to business units and affiliates.
- Coordination of memberships of business associations.
- Systematic measurement and follow up on public affairs activities.
- Translating issues and opportunities into an external context and developing plans to engage proactively with policy-makers.
- Building public affairs capabilities into organisations.
- Strategic planning, development and implementation of integrated communication /public affairs programs to support the business objectives of the company including organizational and external communications, product communications, media relations, community affairs, issues management, crisis communications , and communications support for senior executives.
- Assessing communications needs based on global and regional business goals, and developing global tools for use by the regions.
- Developing media strategies (including proactive outreach), programs and global tools that can be leveraged on a global scale or by the regions, including development of metrics to measure success / impact.
- Third party relationship building/enhancement (e.g., professional organizations).
- Providing direction and overseeing assigned budgets and the work of public affairs consultants.
- Alignment with appropriate functions (e.g., brands, professional affairs, etc.).
- Developing and implementing external communications strategies.
- Ensuring that all communications are fully aligned with strategic positioning for the products and services and adhering to all company's communications policies and procedures.
- Proactively identifying, preparing for and managing issues, including liaising with appropriate functions to secure approval of media statements and serving as company spokesperson for media inquiries.
- Providing counsel to regional and/or global leaders regarding internal and external management of issues.
- Working with global management to develop internal organizational and employee/organizational communications.
- Develop metrics to measure impact of implemented programs and messaging.
- Regularly assessing and updating existing global communications tools and vehicles.
- Leading efforts to develop new tools as needed.
- Providing counsel to global leaders on communication strategies.
- Scheduling and coordinating media exposure of senior regional executives (as appropriate).

- Implementation of strategic approaches in the policy area , impacting the company, in support of the markets in the region.
- Liaison with determined markets of the region to support the development, alignment, and implementation of public affairs strategies and initiatives to achieve best approaches and solutions in shaping external change, in conjunction with in –market public affairs professionals.
- Overseeing the development and maintenance of communications strategies and messaging for the company’s programs.
- Creating and maintaining an international network of key media and government and systems to ensure outbound and inbound are handled in a timely fashion.
- Overseeing core advocacy strategies and the development of advocacy materials for the company.
- Teaming with executives to broaden advocacy messaging continent wide.
- Leveraging internal and external audiences to articulate the company’s advocacy views to policy makers, grant authorities, and related key audiences.
- Supporting, defending, and promoting the interests of the company among international policymakers, industry trade associations, think tanks, and influential policy organizations.
- Advocating on key policy and business matters to secure stakeholder action that will enhance the company’s competitive positioning, reputation, and business interests.
- Developing both internal and external strategic and operational activities (both risk management and opportunity creation) related to government effects on access to and regulation of products (in the pipeline and marketed) and business operations and practices.
- Developing and coordinating common policy positions across the company and advocating them externally
- Aligning common positions with other major market industry organizations around the world and relevant internal country/general managers.
- Providing input and analyses on the political and governmental issues that could affect the company’s commercial strategy.
- Providing global political risk analysis and proposing and implementing appropriate responses.
- Actively monitoring, analyzing and reporting on significant global political and legislative developments that impact core markets, such as intellectual property, pricing, tax, trade, healthcare reform, and regulatory.
- Identifying legislative, regulatory, and other public or governmental initiatives with a major financial and/or competitive impact on the company.
- Developing and delivering comprehensive and effective influencing strategies to deliver against agreed commercial priorities . These strategies may involve bilateral trade action and/or multi-lateral action.
- Prioritizing and focusing on those issues that are sizeable (highest threat or opportunity, disproportionate impact to the company, winnable and durable (long-term impact).
- Contributing to and influencing policy development process across multiple senior levels of the company.
- Coordination, alignment, and high level of communication across multiple internal stakeholders.

- Interfacing directly with and influence senior government officials, ministers, ambassadors, trade negotiators, and other relevant policy makers and stakeholders in host as well as non-host governments