



## **NMAND Presentation Guide**

### **Working Collaboratively ~ Working Strategically**

#### **I. Premise:**

A. As NMAND members, you're getting ready for your licensure to sunset in 2016 -- How can you network with similar and like-minded groups in order to develop partnerships and cultivate support before you start advocating for the licensure renewal in 2016?

1. There is expected to be push-back on the licensure renewal due to differences of opinion from others who "practice" in the field of nutrition.

#### **II. What Is Needed:**

A. Discuss the Challenge at Hand

B. Learn about Power Analysis

1. Discuss What Power Analysis Is & Why It's Important
2. RUN THROUGH A HANDS-ON ANALYSIS EXERCISE

C. Explore the Use of Power Analysis

D. Identify Next Steps

#### **III. Strategy:**

A. Develop a Goal, i.e. Your "Win"

B. Develop Messaging

C. Shore up Core/Base Support

D. Identify Key Players, i.e. Targets

1. Opposition
  2. Decision-makers
- E. Reevaluate Messaging
- F. Develop Action List
- G. Conduct Research on Key Targets
1. Identify Likely Opposition & Allies
- H. Outreach & Recruit Allies
1. Develop a Unified Plan
  2. Work With Allies to Apply the Strategy
- I. Start Now, Don't Wait for 2016 or the Legislative Session!

