

Hello, and welcome to Rules for Effective Lobbying, a ten-part Advocacy in Practice mini-series. I'm Ray LeBov. I've worked in and around California's Capitol for more than 40 years, first in the Legislature as committee counsel for 17 years and then as a lobbyist for the past 25 years. I also created and run the Capitol Seminars Legislative Advocacy training program which is hosted at the McGeorge School of Law in Sacramento, California.

Today I'll be discussing the importance of understanding the difference between motion and action. I learned this from personal experience and observation.

The Capitol is a unique arena, and to succeed there, you must be immersed in it so that you are in sync with its rhythms, cycles, subtleties, codes & ethos - both formal and informal. It's impossible to overemphasize the importance of patience.

Every advocate can probably relate a painful, but valuable, learning experience example of how they impatiently snatched defeat from the jaws of victory. The requisite patience can be particularly difficult when you have an antsy client who's unfamiliar with the rhythms and cycles of the Legislature. In such a situation, you must resist not only what natural tendency you have favoring activity for its own sake, but also pressure from you client to, "Do something! Anything!"

A lobbyist's mission is to devise and execute the right game plan, reformulating it as appropriate to respond to events. It is not to act on every impulse.

That's all for this episode of Rules of Effective Lobbying. Tune in next time. Until then, I'm Ray LeBov and thanks for tuning in.