

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 not letting the perfect become the enemy of the good. I've learned this from personal experience and observations.

Sometimes lobbyists and their clients fall in love with their bills and proposals and define victory as getting 100% of what they're seeking. Most of the time that's not achievable. It's important to know where to draw the line.

If you can only get some of what you want, where is the point where it is still worth the effort? It's generally unrealistic to expect to get everything you're seeking. After all, there are other interests who care about the issue.

Can you accommodate their concerns and still achieve what's most important to you? Too many times I've seen the refusal to compromise on relatively insignificant aspects of a proposal or bill result in losing a likely partial victory that would've resulted in significant progress toward an important goal.

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.