

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, we'll be talking about perseverance, and its two components - persistence and patience.

Perseverance is often correctly cited as an important aspect of successful lobbying. Perseverance is central to a lobbyist's success. There is however, a common fallacy of what that means.

Many people make the critical mistake of assuming that persistence is the same as perseverance, overlooking the equally important component of patience.

Perseverance is critical to a lobbyist's success since there are often many twists and turns and obstacles, if not seemingly outright final defeats, on the way to victory. But don't make the mistake of thinking that persistence is the sole component of perseverance. As we said, perseverance is persistence plus patience, in roughly equal parts.

Persistence alone can get you thrown out on your ear - eliciting such responses as, "Which part of 'no' don't you understand?"

But employing the patience needed to restrain yourself so that you go back at the right time is one of the key attributes for an advocate to develop.

Zen master Phil Jackson has perhaps said it best, "There's no percentage in trying to push the river of speed up the harvest. The farmer who's so eager to help his crops grow that he slips out at night and tugs on the shoots inevitably ends up going hungry."

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.