

AHEAD OF WHAT'S NEXT.

## Lessons from losing campaigns

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## Why losing a campaign is good for you

- You learn from your mistakes
- Winning campaigns don't take time to review actions because they typically have to govern.

# Campaign Strategy

## Message and Message Discipline

What is your campaign about?

Who are you going to tell?

How are you going to tell them?

## Ability to Execute

## Functional Issues that Reveal Bigger Problems:

### Cohesive Campaign Team

- Trust
- Forward looking
- Focus on the things that matter

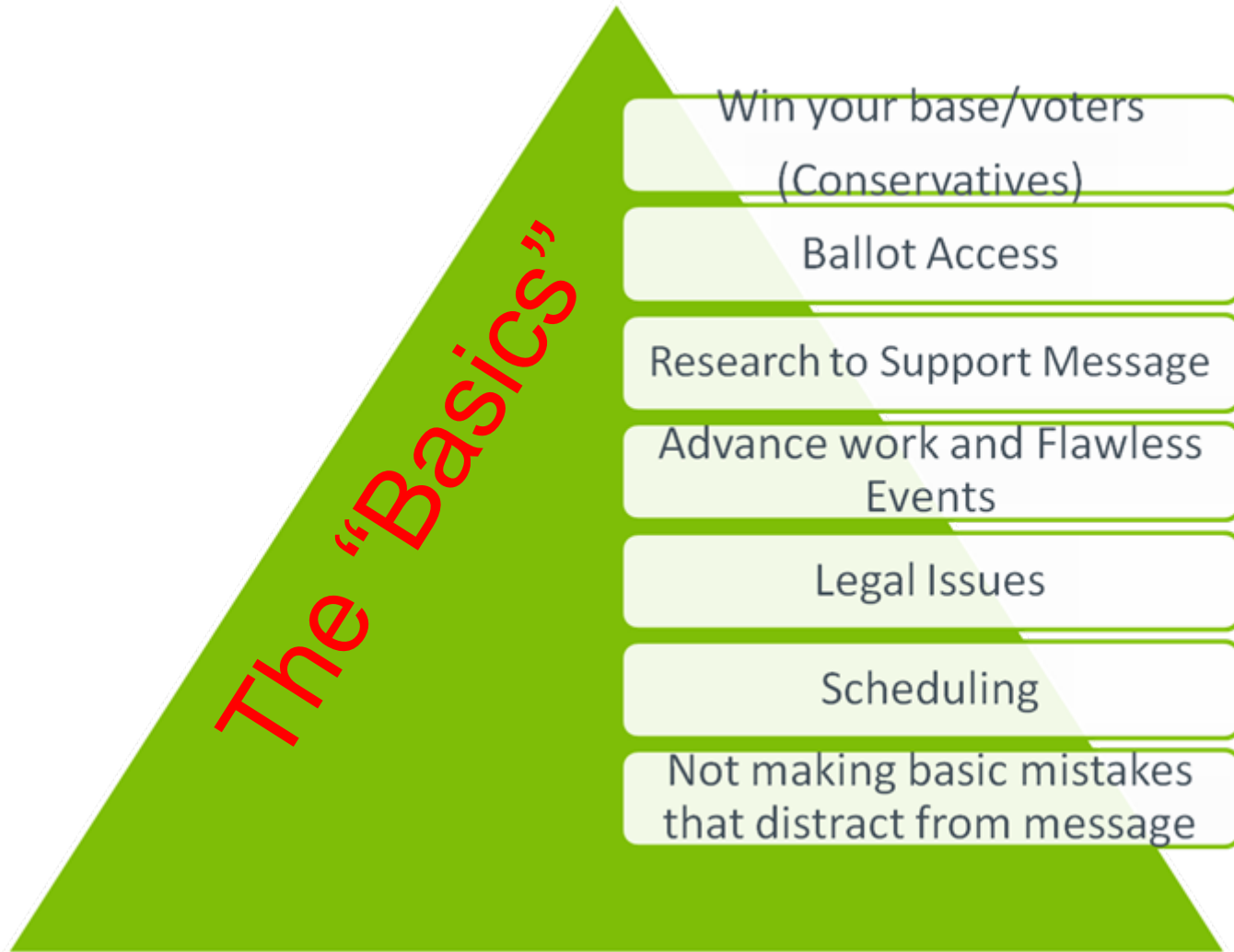
### Money to Deliver the Message

- Do you have enough?
- Do you have it when you need it?
- Are you keeping overhead in check?

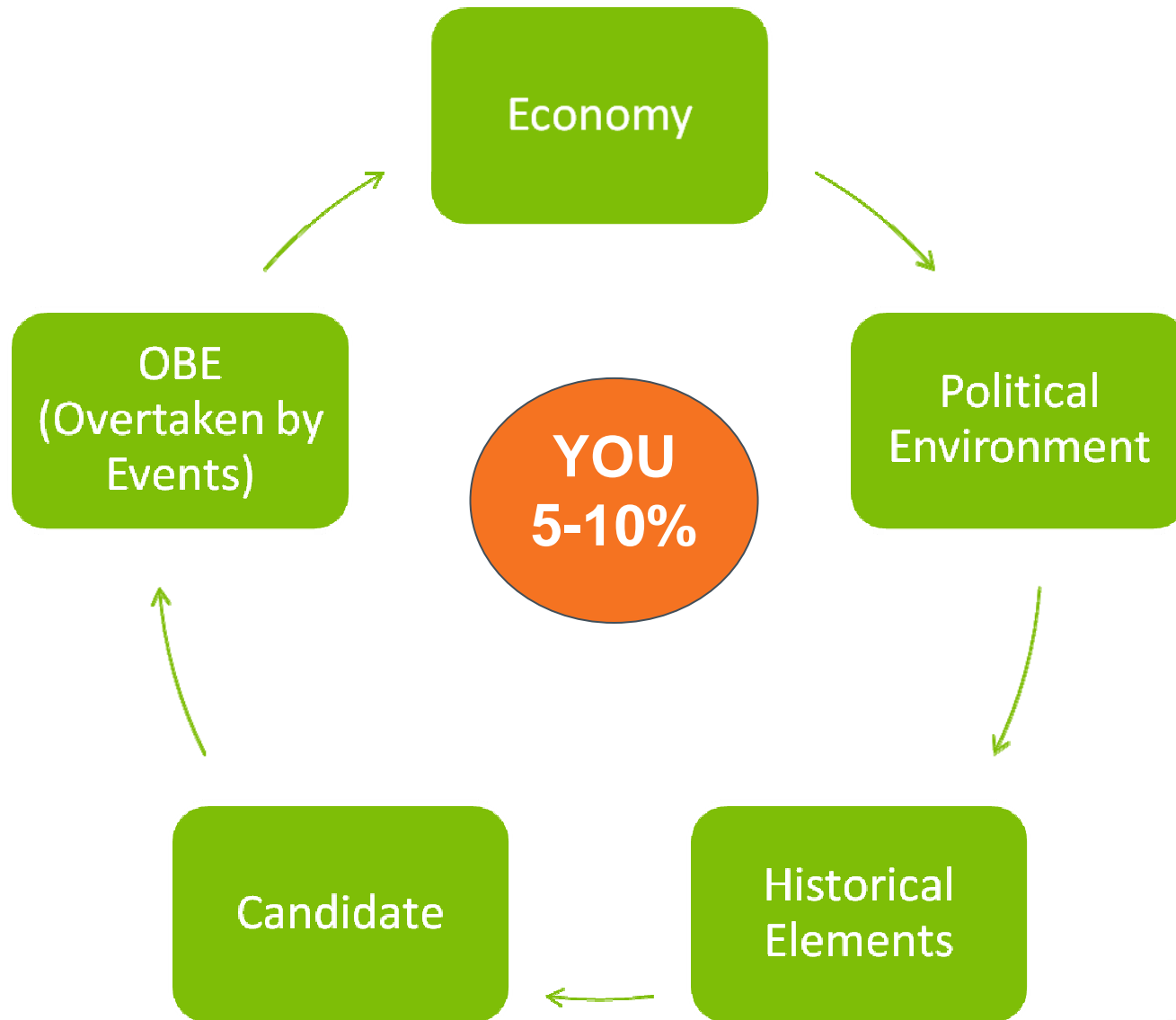
### The candidate has to be the candidate?

- Deliver Message
- Raise money
- Don't be the strategist, but understand and accept the strategy

# Ability to Execute can also be described as “tackling the basics



# The rule no consultant wants to hear...



## Failure to adapt: Tomorrow is another day

- Events are always changing
- Every campaign makes mistakes
- Failure to adapt is how campaigns lose, but the ability to advantage of opportunities is how they win.

## Overview

1. If you can't handle the basics, you will fail at the "big stuff."
  - A. Message discipline, budget, scheduling, ballot access, advance...
2. The candidate has to be the candidate.
3. Cohesive campaign team.
4. Failure to adapt
5. It's not all about you.