



Leadership Imperatives and the 2008 Campaign

6. Internationale Konferenz für Politische Kommunikation
Akademie der Konrad-Adenauer-Stiftung
Berlin

Ron Nehring
Chairman, California Republican Party



Comparing Systems: US and Europe

- ❑ Political parties fundamentally stronger in European than American systems.
 - Open ballot access
 - Nomination controlled by members, not leaders
 - Mandate goes to the individual, not party
 - Initiative/referenda in many states
- ❑ In the American system...
 - "Party" approval ratings less important
 - Candidate's leadership qualities more important
- ❑ *One more thing...as conservatives, we have to work harder at this.*



Four Types of Campaigns

- ❑ Re-election
- ❑ Challenge
- ❑ Open Seat
- ❑ Strategic Candidate

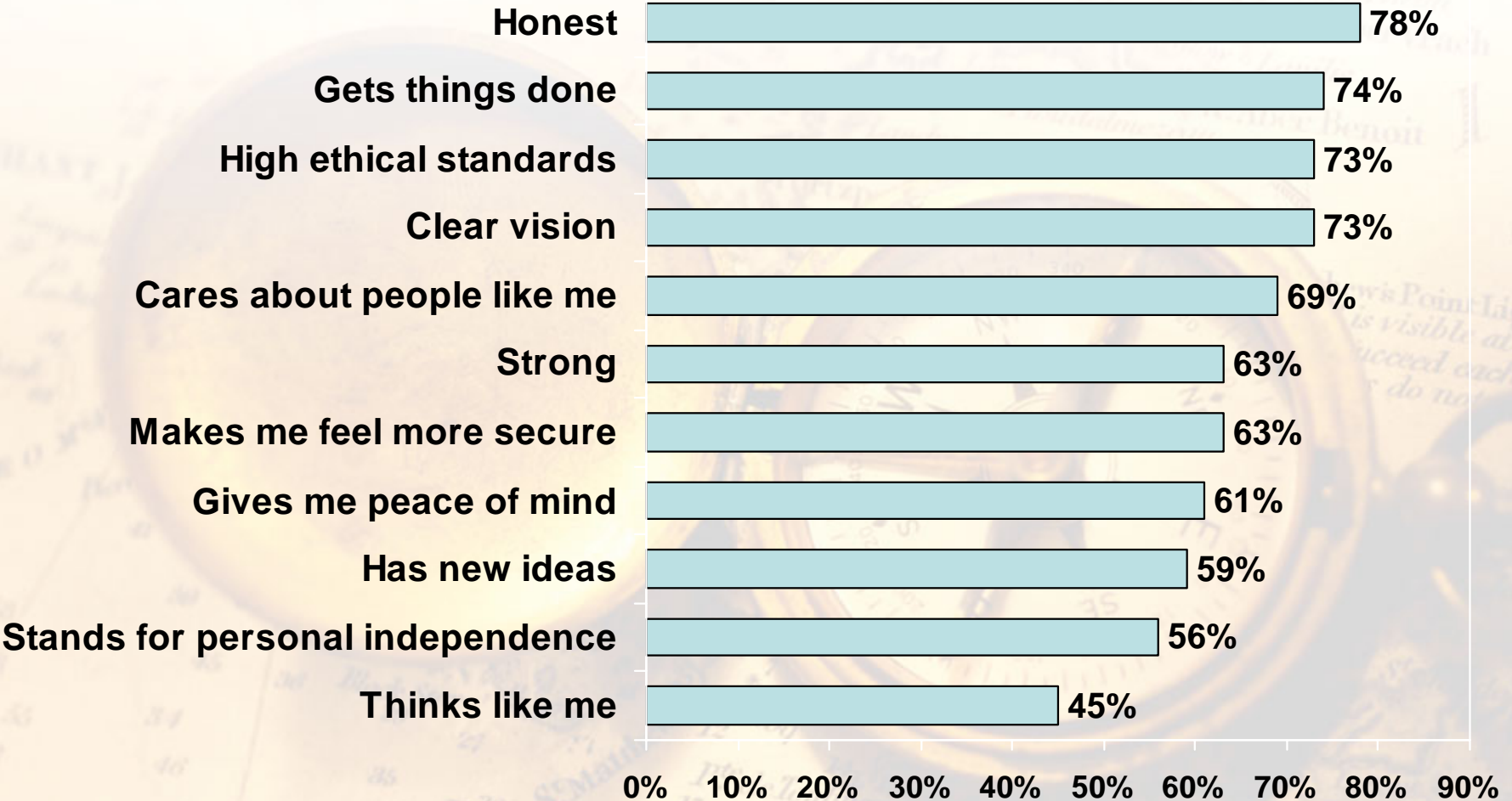


Leadership

Leadership is the ability to articulate a vision, and to motivate others in pursuit of that vision.



Important Leadership Traits





Six Leadership Imperatives

Write this down

- Vision
- Turn vision into reality
- Strength
- Caring
- Honesty
- Epitomize shared values



Leaders Provide Vision

- ❑ Voters hire drivers, not *mechanics*.
- ❑ Articulate your goals in visionary terms.
- ❑ Your goals must be shared by those who follow.

Particularly when those goals involve sacrifice.

- ❑ The vision must be unique from other candidates.



Sample Vision

"I envision a California where future generations are safe and secure. Where parents can enjoy time with their children because taxes are low, and our whole life is not spent on the freeway...where criminals are prosecuted while individual liberties are protected..."



Turn the vision into reality



"A leader, once convinced that a particular course of action is the right one, must have the determination to stick with it and be undaunted when the going gets rough.

Ronald Reagan
December 5, 1990

>>>

Leaders Turn the Vision Into Reality

- ❑ A leader's ultimate test is the ability to induce positive change in people's lives.
- ❑ Jung said, "*A dream not understood remains a mere occurrence. Understood it becomes a reality. Experienced it becomes a part of your personal life.*"
- ❑ Leaders get things done.
- ❑ *Plus...Promise made. Promise kept.*



Leaders are Strong

- ❑ To focus energies and assets leaders must be consistent and keep focused.
- ❑ A leader stays the course even when blown by countervailing winds.
- ❑ Guided by their own moral compass, principles and values, leaders must develop a foundation of strength and consistency.
- ❑ Strength gives leaders grace under fire.



Leaders Care

- ❑ Leaders must show that they care, through both words and actions.
- ❑ Caring leaders give praise generously and treat others as they would like to be treated.
- ❑ Leaders must be open to opposing viewpoints, and be willing to listen.
- ❑ Followers must believe that the leader has their best interests at heart. They can detect hypocrisy.



Leaders are Honest

- ❑ Honesty is the test that allows a leader into the game. Without it, a leader remains out.
- ❑ Closely related to integrity and sincerity.
- ❑ Honesty applies to every aspect of a leader's responsibilities: internal and external, with friend and foe.

Leaders Epitomize Shared Values

- ❑ Leaders must exemplify and support the values of those they hope to lead.
- ❑ This begins by articulating the values that bind the entire group together.
- ❑ Once defined, leaders must show they embrace those shared values in their own lives and in their policies and programs.
- ❑ Shared values are the linchpin for effective communication.



Leadership Imperatives and the 2008 Campaign

6. Internationale Konferenz für Politische Kommunikation
Akademie Der Konrad-Adenauer-Stiftung
Berlin

Ron Nehring
Chairman, California Republican Party