



Public Affairs Excellence

IMInc. built its reputation on 25 years of public policy experience working for Global 500 corporations, in a wide range of industries and for public policy organizations and think tanks.

We pioneered the development of metrics that help ensure clients know their ROI related to Public Affairs.

IMInc. can build a state initiative or develop long-term national or international programs through a comprehensive base of strategic alliances.

IMInc. clients get 1st tier experience and capabilities without having to pay 1st tier overhead.

IMInc. can custom-tailor a strategic Public Affairs initiative scaled to any size organization.

We welcome the opportunity to discuss your Public Affairs needs.



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Public Affairs Excellence

IMInc. Responding To Special Situations

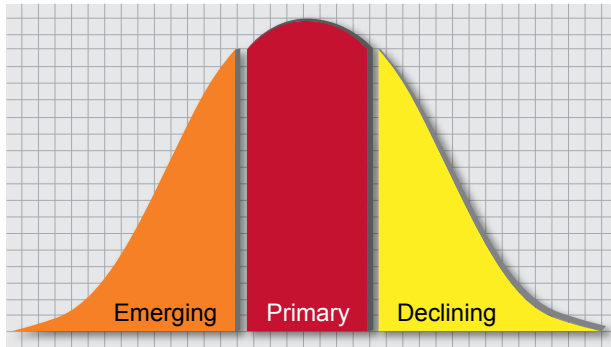
Special Situations are events that happen outside of the normal course of your business. All businesses need to be prepared when “business as usual” is not the “usual”.



Intelligent Management Inc. can help you develop a comprehensive Special Situations framework:

- ⚙️ Establish a structure to manage Special Situations.
- ⚙️ Help identify the right members for your team.
- ⚙️ Provide training, materials and other resources.
- ⚙️ Conduct quarterly scenarios with your team.
- ⚙️ Manage actual Special Situations.

IMInc. Can Help You Define Your Issues Priorities



Using state-of-the-art issues scanning techniques we can help you define where your issues stand on the Issues Management bell curve and continue to track them over time. Issues fall into three primary categories: Emerging, Current and Declining.

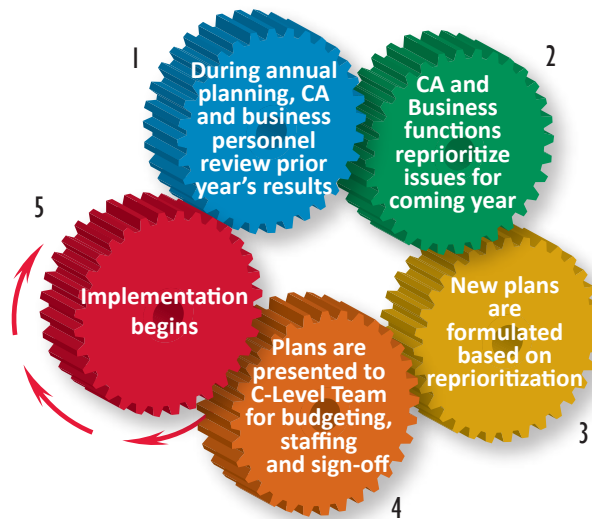
How you prioritize your Issues Management – in terms of how you allocate human, financial and reputational resources – can cost you millions, if not billions, of dollars.

IMInc. Can Help You Define And Solve Your Business Challenges

Effective policy management ensures that your Public Affairs is fully aligned with the needs of your business.

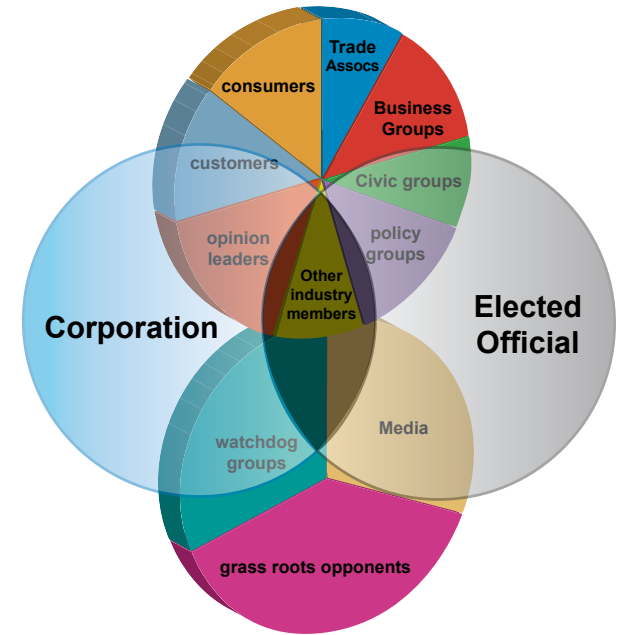
IMInc. can facilitate a comprehensive alignment process that will guarantee that your human and financial resources are being utilized where they can provide the most benefit.

We implement a time-tested five-phase process that builds public policy directly into the planning process for all of your business clients at the start of the planning cycle.



This gives both Public Affairs practitioners and your management maximum control over public policy issues and establishes specific Key Performance Indicators.

IMInc.'s Proprietary Stakeholder Mapping Process



Effective stakeholder engagement plays an increasing role in the effective management of public policy issues.

The right stakeholders can help you amplify your voice with elected officials and other key decisionmakers. The wrong stakeholders can weaken your position, or undermine your credibility.

We have developed a series of proprietary algorithms that allow you to fully measure your entire portfolio of stakeholders.

Combined with stakeholder mapping and environmental scanning, we can help you ensure that you are placing scarce financial resources where they will do your company the most good.