

Introduction to Justin Trudeau and Report 2

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Outline

1. 3-3.30pm: Guest speaker Associate Professor Paul Wilson, Political Management Programme, Carleton University, Canada
2. Identifying and using primary sources
3. Presentation 2
4. Report 2
5. Guidelines and getting advice
6. Discussion/research into the case in teams

JUSTIN TRUDEAU

Guest speaker

- 3-3.30pm Guest speaker
Associate Professor Paul Wilson,
Political Management
Programme, Carleton University



Political Management

Search Political Management



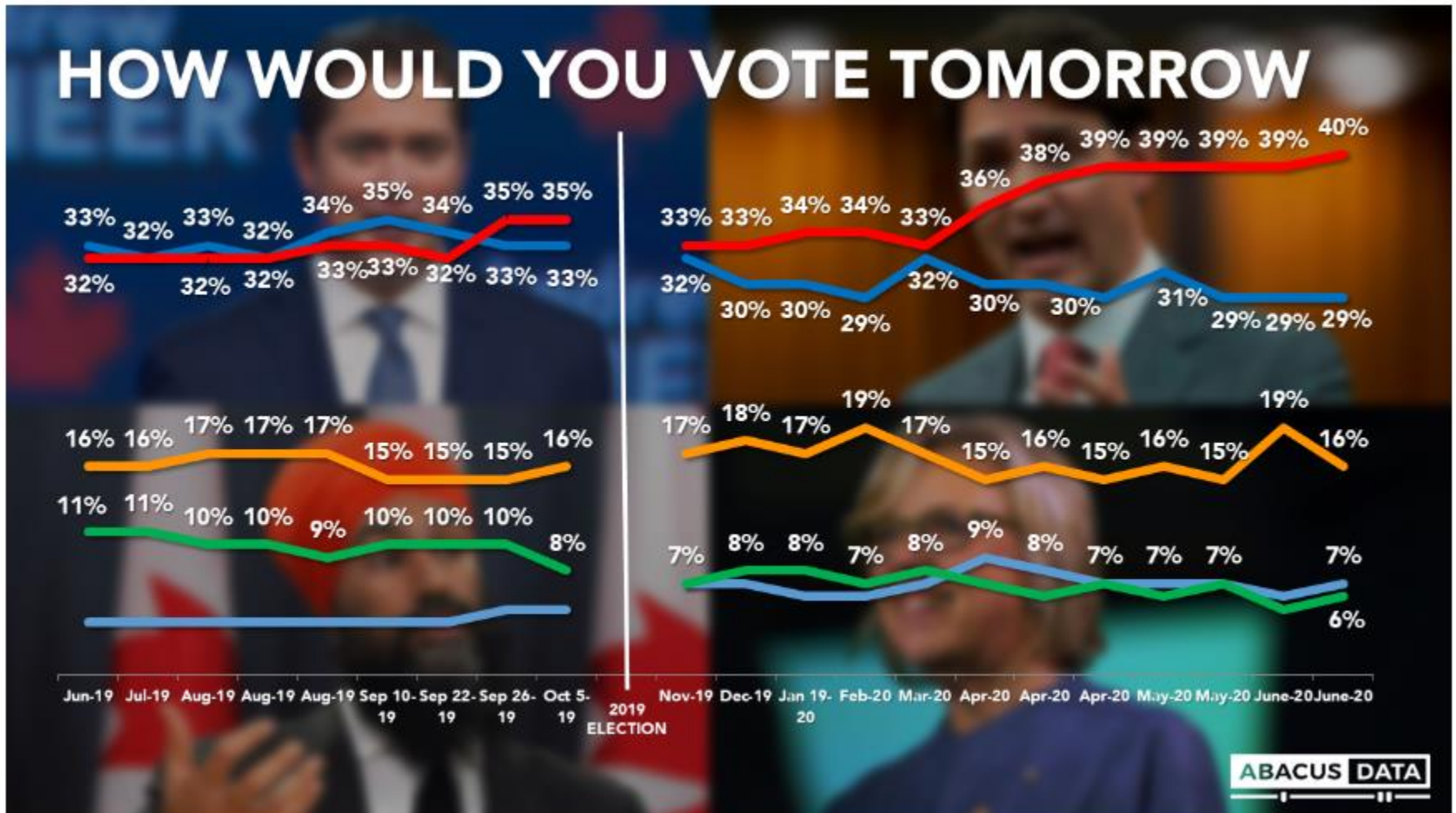


Key themes

- 2nd term, minority government in 2019
- Damage from over promising in 2015, and scandals in 2018-2019
- Brand personality evolving
- Public opinion changing
- Covid-19 crisis and impact on strategy
- And he has a new beard...



<https://abacusdata.ca/canadian-politics-poll-vote-june-2020-abacus-data/>



IDENTIFYING AND USING PRIMARY SOURCES

Research the case well

- Research and identify your own primary sources, then analyse them against the academic literature/best practice criteria
- Prioritise **primary sources**:
 - Government reports/speeches/policy documents, websites, images, ads, facebook, documents, policies, reports – and analyse them using the theory
 - Polling and opinion data
 - Policy documents
 - Interviews conducted by someone else with politicians/other practitioners
- Do **NOT** just regurgitate media reports: you have to do your own analysis
- Focus on the beginning of the 2nd term onwards – December 2019



Try using www.google.ca

Canadian Liberal Party

- <https://www.liberal.ca/>
- <https://www.youtube.com/user/liberalvideo>
- <https://www.liberal.ca/realchange/>

Canadian Prime Minister

- <http://pm.gc.ca/eng>
- <http://pm.gc.ca/eng/news/statements>
- <http://pm.gc.ca/eng/news/releases>
- <http://pm.gc.ca/eng/cabinet>
- <http://pm.gc.ca/eng/photos>
- <https://www.facebook.com/JustinPJTrudeau/>

Canadian polls

- Check out these sites:
- Abacus data <http://abacusdata.ca/>
- <http://www.nanosresearch.com/>
 - <http://www.nanos.co/our-insight/> has all their reports
- <http://ipsos-na.com/news-polls/canada/>
- <http://www.cbc.ca/news2/interactive/s/poll-tracker/2015/>
- <http://www.theglobeandmail.com/news/politics/topic/Canadian-Political-Polls>
- <http://poll.forumresearch.com/>
- <http://www.ctvnews.ca/politics/election/nanos-polls>

PRESENTATION 2

Presentation 2

2: Advice for Canadian PM Justin Trudeau

- Purpose of your presentation
- Analysis of current practice against academic research (theory and empirical/past cases)
- Recommendations for what he should do in future

Tuesday 22 September

REPORT 2

Report 2: Advice for Canadian Prime Minister Justin Trudeau

Task: Provide advice to the Prime Minister on how to use political management to achieve his goals, from the perspective of your political manager role/area, using the required structure set out in Report 2 Template on Canvas.



Report	Deadline for submission	Where submit	File type	Word limit	% of final mark
Report 2: Advice for Canadian PM Justin Trudeau	Friday 2 October 4pm (week 8)	Canvas	Word or pdf	2000	30

Report from the Prime Minister's Office



From:

Date:

To: Prime Minister Justin Trudeau

Title

Purpose of the Report

Analysis

Recommendations for future action

Sources

Follow set template

Purpose of the Report

- Brief, succinct section outlining the purpose of the report
- Why should they read this memo? What is it going to do?

Analysis

- Longer and more in-depth section
- Analyse use of political management data against academic research (theory and past examples)
- Includes the analysis and explanation to support the recommendations made in the report

Recommendations for action

- Turn your understanding of the role, literature, and case into actionable advice
- Clear, specific, and doable actions the PM could follow – something the PM could put into practice

Sources



Use and **apply** the literature

- Use wide range of academic literature
- Build on Report 1 but add more
- Use a wide range of relevant theory
- Use empirical examples from academic analysis of other governments
 - e.g. 'Blair used this strategy to reconnect in his third term so given it's your third term you could do this too'
 - E.g. 'Obama used a series of keeping his word adverts to demonstrate delivery, so do x y z with your action on x, y z issues'

Create recommendations the leader **can put into practice**

- Report should be something a Prime minister could use
- Imagine he is waiting in his office ready for your report
- What would you tell them they should do?
- Make the recommendations as specific, detailed and contextualised as possible

Making it fit for a Prime Minister to read

Same core workplace writing aspects as Report 1:

Writing style

- a) Cut words down
- b) Simplify sentences
- c) Make them action oriented

Presentation style

- a) Use range of devices to make it easier to read

Content style

- a) Focus on producing recommendations for action
- b) Follow template



REPORT 2-3 EXAMPLES

How to use these examples

DOs

Do use them to:

- Help you visualize what you have to do
- Understand how to present your work
- Understand how to use literature
- To be able to see what recommendations look like
- Understand the different parts of Reports 2/3 – purpose, analysis, recommendations

DO NOTs

Do not use them to:

- As a role model – none are perfect
- Just copy 100%
- To find the ‘one way’ to do things - they vary as there is more than one way to do these reports
- To use in debating the grades you get – ‘but I did what the exemplars you gave us did’ will not be accepted; each report/case is unique

Report from the Prime Minister's Office

Office of the
Prime Minister



Cabinet du
Premier Ministre

From: Strategy Director

Date:

To: Prime Minister Justin Trudeau

Title: Review of the Liberal Governments Performance from a Political Marketing Perspective.

Purpose of the Report

This report reviews PM Trudeau and the Liberal Party's performance in Government from a political Marketing Strategy Perspective. We aim to identify limitations in your current strategy and make recommendations on how your strategy can be improved before the upcoming elections.

Branding purpose

- Gives key context
- Says what this report will do

Purpose of the Report

The National Party has enjoyed high levels of popularity since forming government in 2008. This popularity can be attributed to, among other things, a successful brand of stability, credibility and the personal popularity and brand of the Prime Minister. However, the government faces a number of branding issues as it nears the 2017 election including problems with 'third term-itis' and an over reliance on the personal popularity of the Prime Minister. This report identifies these issues and provides recommendations on how they can be addressed to ensure that the brand of the government and Prime Minister remains strong.

Delivery purpose

Report from The Prime Minister's Office

DEPARTMENT
of the PRIME MINISTER
and CABINET



From: Delivery Manager

Date:

To: Prime Minister Jacinda Ardern

Title Progress Report and Recommendations for Delivery Management

1. Purpose of the Report

This report is written to respectfully update to the Honourable Prime Minister on the overall progress of delivery management over the mid-term administration (2017-2019), taking into account strategies of communicating delivery, managing problems in delivery and managing public expectation. Finally, it will develop action-oriented recommendations to enhance effective delivery management for the present and future success of delivery.

Communications purpose

Purpose of the Report:

Governments in their third term often suffer from 'third-termitis'. They get hidebound and start to disengage from voters. This report will provide communication recommendations for Prime Minister John Key that will help the National Party and governing leaders achieve a stronger, two-way relationship with voters, which is crucial in maintaining support and winning elections.

Crisis management purpose



Crisis Management Recommendations for the Trump Administration

Crisis Management Division -

Attn: President Donald Trump

Purpose

This report offers recommendations for the Trump Administration on how to effectively address and mitigate crises. It is a leader's responsibility to be the face of their administration in the face of a crisis and deal with the situation accordingly.¹ How a leader manages a crisis can either uphold or topple an administration, and therefore, is of the utmost importance. This report will outline how to address crises as they happen, but also how to prevent future crises.

Strategy analysis

Brief theory, example.

Then assessment of how well Trudeau has done this

Useful summary

Characteristics of a Market Leader

- **Expand Total Market Shares:** You expanded total market shares by broadly appealing to a vast range of votes such as Women, Indigenous Peoples, the Middle Class and Immigrants in the 2015 elections.²⁶
- **Expand Market Shares:** You have also expanded market shares by gathering support from a new group of voters such as Youth. As a result, voter turnout for

Targeting

Targeting involves 'strategically allocating resources where there is a market for them and will win necessary support to achieve goals.'¹⁷ Lindholm and Prehn suggest that 'Parties should target specific voters who are more likely to support them by dividing voters into smaller electoral or demographics, as it ensures resources go where they are most effective.'¹⁸

You won support from 'Women, Students, Indigenous Peoples, the Middle Class and Immigrants in the 2015 elections, whom you targeted by strategically segmenting states and demographics of voters.'¹⁹ These groups were continually targeted

Summary of Political Strategy Strengths and Weakness

Strengths

- + Delivery success
- + Acquired broad electoral support

Weakness

- Failed to be responsive
- Failed to adopt a learning orientation
- Failed to engage in market communication
- Targets are disillusioned
- Continued to act as a Challenger

Branding analysis

Assesses leader against brand personality theory

Capability

Trudeau projects average capability. The Prime Minister struggled to project competence by failing to implement key policies such as electoral reform or balancing the budget.⁸ In addition to this, Trudeau is young and had a relatively short political career before taking office as Prime Minister. His past experience as a teacher offers alternative valuable experience that enhances capability.⁹

Openness

Trudeau projected openness well in the beginning of his term through appearing modern and creative. He was the first sitting Prime Minister to march in a Gay Pride parade.¹⁰ His focus on feminism label and improving indigenous rights and women's rights demonstrated a modern image, but this faded throughout as his actions towards Indigenous Peoples and women suggested otherwise. He has since made efforts to rectify this, as noted in his speech

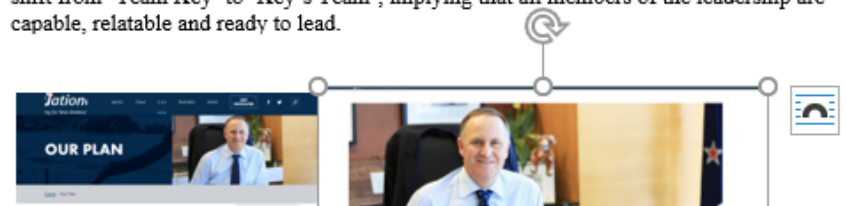
Uses previous example from literature

Promise found that certain small changes in language elicited a far more positive response from focus groups.⁴ Although the overall message hadn't changed, a shift by Blair towards a more receptive tone and acknowledgement of voters' feelings was successful in mitigating hostility towards him.⁵ These revelations were implemented in the 2005 election campaign during which a 'masochistic' Blair sought to reconnect with the electorate by encouraging difficult and humbling questions from disaffected voters.

This is an important case study for the Prime Minister to bear in mind. Given a recent history of New Zealanders voting out three term governments, the current government has been under a lot of scrutiny for signs of third term-it is, with media pointing out the Prime Minister's



While the National Party does not have any significant rifts between ministers, the other party members are relatively absent from the party advertisements and website photos (see image 1 below). To highlight party unity and strengthen the top-level party brand it is recommended that there be more photo opportunities of John Key interacting with the other National ministers to be used in political advertisements and in the media. The branding will shift from 'Team Key' to 'Key's Team', implying that all members of the leadership are capable, relatable and ready to lead.



Delivery analysis

The following is the matrix follow-up of delivery management, considering the top 4 most concerned issues of public concerns¹⁰:

Areas	Product delivery		Status
1. Health	Free doctors' visits under 14s ¹¹	GP fees reduction ¹²	Complete
2. Economy	Minimum wage raise ¹³	Family package ¹⁴	Complete
3. Housing	KiwiBuild		Unfulfilled
4. Education	Student allowance	Fees Free Policy ¹⁵	Complete

Managing delivery progress

2.1 Achievement

Successful delivery is vitally significant in democratic governments if politicians deliver on their promises, constituents gain support in their leaders, in turn, they are more likely to vote from them in future elections.⁴ The government announced in February 2019 that the first 100 days plan was completed, as figure two and three shows.⁵ Some of these achievements came into immediate effect, for instance, the \$50 student allowance increase, first-year fee free for university education and training, and the rise of the minimum wage to \$16.50. Thus, reinforcing Ardern's leadership skills to get things done.

Figure 2: Government ticking off its achievements

The 100 Day Plan Checklist:

Fees Free Study ✓	Pass Families Package ✓	Tax Working Group ✓
Increase Student Allowance ✓	Inquiry on Mental Health ✓	Pike River Agency ✓
Healthy Homes Bill ✓	Pass Medicinal Cannabis ✓	Inquiry into state care abuse ✓
Ban overseas speculation ✓	Resume payments to SuperFund ✓	Clean Water Summit ✓
Stop selling state houses ✓	Child Poverty Reduction Targets ✓	Zero Carbon Goal Set ✓
Begin Kiwibuild ✓	Increase minimum wage ✓	



3. "Communicate real-world cases of delivery to voters"

- Giving real-world great examples is a simple and strong way to communicate what the Government have done (Mellman, 2007).
- US Democratic Governor of Michigan Jennifer Granholm was re-elected in 2006, and their direct communication of real-world cases of delivery success, especially in job creation, was highly effective (Mellman, 2007).

The Labour Government has been actually using this tactic in communicating delivery. For instance, Prime Minister announced Fees-free policy in front of the Aotea College students in December 2017 and she could have actually said that "Your first year of study will be absolutely free" (Ardern, 2017, Dec 5). PM also met with first 18 KiwiBuild homeowners and she gifted each family a mandarin tree to plant in their new garden (NZ Government, 2019, October 27). This visiting could produce several news coverages (Picture 4).



Picture 3. Prime Minister Jacinda Ardern announces, at Aotea College, free first year tertiary fees. (Source: stuff.com)



Picture 4. Prime Minister Jacinda Ardern welcomes first KiwiBuild residents. (Source: NZ Herald)

However, the majority of the government's accomplishments were the initial first steps of

However, there are also cases where improvements can be made. For example, the

Communications analysis

Uses nonverbal images theory

c. Nonverbal behaviour

As you know the Communications team works to put together your appearance, the stage and background, and work with the media present in order to align with the verbal message to achieve the best possible delivery. The following images will point to positive actions you take when speaking and areas you can improve, so we can cooperate better in future to best reach our supporters and a new potential market share.

i. CPAC



Image 1. <http://time.com/5174503/cpac-mona-charen/>

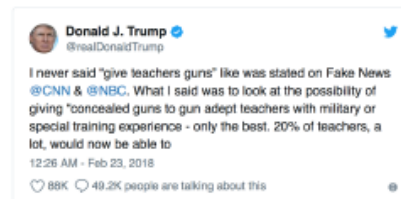


Image 2. <http://www.breitbart.com/big-government/2018/02/23/trump-cpac-piece-piece-obamacare-wiped/>

Positives: Gesture strongly insinuates pinpointing the problem (image 2), strong inclusive gesture (image 1) strong stance, use of podium,

Speaks truth to power – explains why it is a problem

- c. Statements made on your private twitter are incoherent, lack any suggestion of a receptive nature and thus are a threat to prepared statements that effectively portray the administration's prepared message. Your personal opinions can no longer dictate the conversation because they instead confuse it and push away voters.



Crisis management analysis

Outlines best practice concepts from literature

Critiques the case against best practice principles

The following are the established best practices for crisis management:

- Balance short-term and long-term interests
- Be transparent about the true severity of the crisis
- Commit to action that is definitive and deliverable

Be transparent about the severity of a crisis

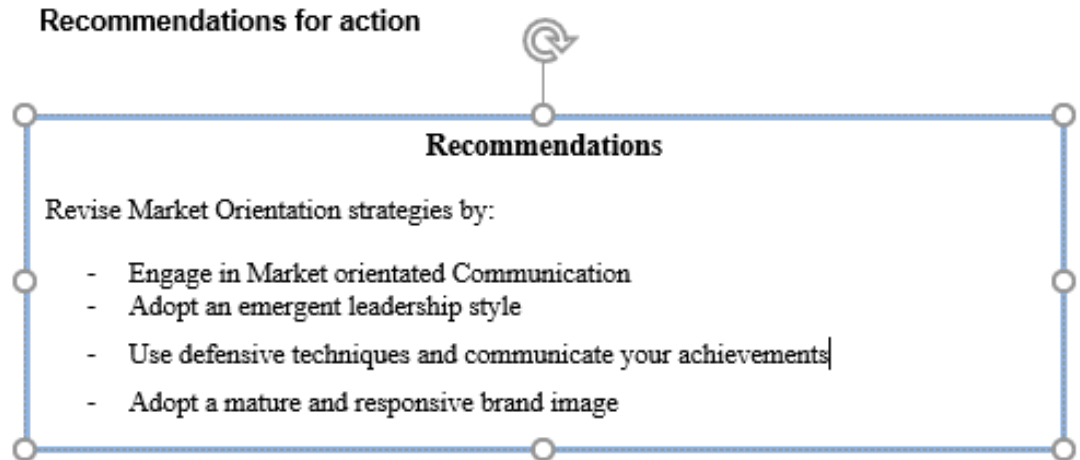
In early 2018, new media reported that President Trump had, beginning in 2006, had an affair with porn star Stormy Daniels, then paid her \$130,000 to cover up the affair. Daniels has since been very vocal in the media, including a recent interview with *60 Minutes* during which she says she feared retaliation and physical harm.⁷

This scandal has grown into a crisis, as news media has widely reported on the alleged affair and President Trump's personal integrity has been challenged. Trump has not been transparent at all about this potentially self-created crisis, initially calling it 'fake news' in spite of the media frenzy it has created. In May 2018, Trump finally acknowledged that \$130,000 was paid to Daniels, but continued to deny an affair, or any illegality or wrongdoing.⁸ It remains unknown the longer-term impact this crisis will have, but it will not likely be positive.



Strategy recommendations

- Short recommendations in box
- Followed by detail as to how to do this



Engage in Market-Oriented Communication frequently: You need to improve your market orientated communication by emphasising your plans and achievements to voters. For example, you need to send out commitment cards to highlight your core achievements, as well as briefly mention your future plans. 'This worked in favour of John Key and resulted in three consecutive election victories.'³⁸ This technique showed that he was a 'regular Kiwi bloke' who was reaching out to his community on a personal level. This is also important if you intend to implement long-term policies or policies that are delayed, as it will emphasise to the public that you are gradually advancing their rights.

Adopt an emergent leadership style by being more responsive to public concerns: Moving forward you need to be more responsive. You should continue to

Branding recommendations

From Promise/Blair
literature example
from literature,
analysis of Key's
weaknesses, to
recommendation Key
should follow Blair

Use of bullets to present
key recommendations – but
avoid over bulleting

The government's should rebrand itself, from 'Team Key' to 'Key's Team'. This rebrand would dial back the government's reliance on the sole personality of the Prime Minister by increasing emphasis on a number of senior National Party ministers such as Steven Joyce, Bill English and Paula Bennett, as well as more junior politicians seen as 'up and comers' such as Amy Adams, Simon Bridges and Nikki Kaye. This shifts the focus onto a team of people while still playing on the popularity of the Prime Minister. Messaging for this brand could be along the lines of 'This is John Key's team for New Zealand'.



Figure 4. 'Key's Team'

Recommendations for action

To successfully refresh 'Brand Key' and the party brand, National should do the following:

1. **Demonstrate brand unity in the National Party**
 - a. Highlight group cohesion with group photos on both the website and in advertisements
2. **John Key should focus on the issues that matter to New Zealanders**
 - a. Avoid media that has the potential to embarrass the brand
 - b. Focus on Key as respectable and value-driven while still being the 'outdoorsy kiwi bloke' that was originally elected
3. **Reach out to the public through open forum opportunities and social media engagement**
 - a. Create videos of PM Key speaking and engaging with New Zealanders
4. **Modernise/Update the National Party website and logos**
 - a. There should be greater diversity in the website photos to show Key with other minister and listening to New Zealanders

Delivery recommendations

III. Recommendations for action

1. The Prime Minister needs to admit directly the failing of KiwiBuild.
2. KiwiBuild needs to be reframed as a part of whole Labour housing policy set.
3. The Prime Minister needs to meet real-world beneficiaries more often.
4. The government needs to provide local data of delivery success for Labour MPs so that they can communicate delivery.
5. Create a delivery unit to maintain momentum and responsiveness.

1. The Prime Minister needs to admit directly the failing of KiwiBuild.

It is recommended for Prime Minister to show a degree of honest and admission of failing KiwiBuild. Admitting a failure of flagship policy is hard, but it can prevent more accusations and slanders from media and Nationals regarding the expected deadline of June. More importantly, once Prime Minister addresses the failure of the scheme in some way, it would create a brief momentum to reframe the KiwiBuild in a broader context and move on.

2. KiwiBuild needs to be reframed as a part of whole Labour housing policy set.

As long as all eyes are focused on the narrowed target number of 100,000 homes, the

- Communicate delivery success by creating memorable photo opportunities.²⁶
 - For instance, while celebrating small wins of KiwiBuild, share pictures and videos on social media platforms to maximise public awareness.
 - Promises like 'fees free', and the additional \$50 towards student allowance, Ardern should go to Universities to announce such success, also, communicate the benefits.

Proposed Key Recommendations	Suggested Action-Oriented
Approach 1. Communicating delivery success	
1.1. To keep updating the progress of delivery if it is ongoing or not completed	Set up a new website where the public can track the progress of the 12 priorities
1.2. To challenge the media and opposition bias	Attend university graduation ceremonies and update achievements of promises
1.3. Create some memorable visits and photo opportunities	Frequently visit low-wage earners; undergraduate students; patients and children under 14s who received policy benefits
	Launch a series of platforms, conference, lectures to meet and talk with supporters
Approach 2. Repackaging broken promises	
2.1. To renew a target as a new promise before election in 2020	Target to build at least 500 affordable homes by mid-2020. Currently, 80 home completed ³⁸

Communications recommendations

Specific – not just ‘do a media interview’

- 2) Foster a more positive relationship with the media so your speeches will be heard and analysed for the right reasons (your agenda, not mannerisms).
 - a. An organised interview with a media source that supports you, Fox News, where the statements made about the Paris shooting and

¹³ Kumar, “The Office of Communications,” 623

London knife crime will be reworded in an attempt to repair diplomatic ties with France and the United Kingdom. These statements will be prepared by the Communications team in conjunction with members of the Department of State. Prior to the interview you will be briefed and it is crucial you make statements as given to you. The intentions of this is not to change your beliefs but to portray them in a more compassionate and diplomatically sensitive way.

Crisis management recommendations

- Lists recommendations in a box
- Goes into detail underneath

Recommendations

In many cases, President Trump himself has not only failed to mitigate or prevent a crisis, but has actually perpetuated them. Multiple actions should be taken to ensure that the Trump administration can better manage crises (see Box #2).

Box #2: Recommendations for the Trump administration

- Adopt a more effective, immediate response to acknowledging crises
- Hear the people, commit to action, and see it through long-term
- Trust the expertise and advice of others within the administration
- Don't create self-generated crises
- Be visible, but in the right way

President Trump must immediately acknowledge a crisis when it arises. He should not pass it off as 'fake news' or attack the credibility of the sources, but rather recognise its existence. This will enhance President Trump's trustworthiness and credibility as a public representative, and also boost his image as a reliable, caring leader.

He must hear his people, commit to action accordingly, and see it through long-term. The key function of public representatives is to *represent* the people; therefore, it is important to hear their voices and take effective, responsive action. This will also prevent future crises.

President Trump should trust the competence of others in his administration, and be willing to both take advice and delegate. They are extremely knowledgeable, and leveraging their expertise is likely to prevent future crises, particularly self-generated ones.

Lastly, Trump and his administration should be visible, but in the right way. In times of crisis, the people do not want, or need, an 'I told you so' moment or a sensational photo-op; they need an empathetic, reliable leader.

GUIDELINES AND ADVICE

Word count: 2000

- References do not count towards the word count.
- No 10% plus or minus
 - The limit is the limit
 - UoA does not = the government workplace
- 2000 not always a lot of words when you are collating and synthesising a range of literature
- Redrafting is needed

Assessment - Submission

The correct procedure to follow: submit electronically via Canvas before the deadline

All reports should be

- A Word or pdf file
- Submitted electronically via Canvas (see links to assignments) before the deadline
 - Any work submitted after the deadline will be marked as late and grade penalties will apply
 - Extensions available as per normal policy – see syllabus re good/bad cause and evidence

Expected commitment

- This is a typical graduate course divided into three parts
- Each assignment needs 40 hours+
- Workplace writing involves re-drafting because of the presentational aspects

Different stages to doing a report assignment

Potential time	Activity
½ day	Identifying primary sources for the leader/case
2 days	Analysing the sources against key academic research (theory and past examples)
2-3 hours	Preparing class presentation
2-3 hours	Brainstorming recommendations for best practice
1 day	Writing first long draft
½ day	Doing the presentation aspects of the report
2-3 hours	Redrafting
2-3 hours	Final redraft/polish

Report 2 Feedback form

INITIAL CHECKS		
Focused on political manager's specific team/area	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Unfocused or not on expected role/area
Follows set template with all required sections: Purpose of the Report, Analysis, Recommendations for Action and sources	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Misses most or all sections
CONTENT		
The Purpose provides a succinct and clear outline of what the report is about	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Purpose is unclear
Highly original and in-depth analysis of the organization/politician's recent behaviour, analysing a wide range of primary sources against academic theory	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Poor quality analysis e.g. relies on secondary sources, fails to use academic theory or analyse primary sources, relying on secondary sources such as media reports or vague assertion
Recommendations are excellent, specific and could be put into practice	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Recommendations are vague, generalized, off-topic or impractical
Provides evidence and sources throughout the report	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Fails to provide enough sources to back up points made, asserting opinion without research or evidence
WORKPLACE WRITING STYLE		
Highly effective workplace writing e.g. simple, comprehensible, action-oriented	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Ineffective workplace writing e.g. lengthy, complex, descriptive, passive tone, like an essay
Highly effective use of presentational devices to illustrate key content and clearly visible recommendations	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Limited or ineffective use of presentations devices to convey key content, recommendations are buried in the report
Highly succinct, concise, focused and within word count guidelines	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Meandering, lengthy, unnecessary and irrelevant content, and over length
OVERALL VALUE FOR A POLITICAL LEADER		
Overall, a political organization/practitioner would find it useful and easy to read	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	The report is not really something which a political organization/practitioner could use or read quickly, it's more like an essay

Getting help

- Contact details
 - Email j.lees-marshment@auckland.ac.nz
 - Office: HSB Building 10 Symonds Street, Level 5, room 504
 - Zoom personal meeting room:
<https://auckland.zoom.us/j/2669182503>
- Student consultation appointments: Email in advance to book a time.
 - On campus best days will be Monday-Tuesday

Personal meetings for assignments via zoom

Report assignment	Personal meeting	Deadline for submission
Report 2: Advice for Canadian PM Justin Trudeau	Tuesday 29 September 2-6pm t.b.c once enrolments are clear. <i>See canvas for specific times once semester starts</i>	Friday 2 October 4pm (week 8)

Book on canvas

1. Open Calendar (on the left in canvas)
2. Go to appointments (on the right)
3. Click on 'find an appointment'
4. Select course, press submit
5. View appointments
6. Click on your chosen time and press reserve'

NB: Book by 8am on the day




Reviewing draft work

We can:

- Share files via zoom chat or screen share
- Discuss questions you have
- Identify some areas for improvement

I cannot:

- Read the whole draft
- Pick up every potential area of weakness
- Tell you how to make it A+.

SHARE FILES via zoom chat
<p>Ensure you have switch on 'hosts and participants can send files through the in-meeting chat' on the zoom settings</p> <p>File transfer </p> <p>Hosts and participants can send files through the in-meeting chat. </p> <p><input type="radio"/> Only allow specified file types </p> <ul style="list-style-type: none">• Go into chat (the white box, normally on the right)• Click on 'send file'• I can then get and read the file and make comment

Reminder of why this is worth doing: Melanie Tuala on making recommendations government



“I found myself sitting at the board table with the CEO of ACC...and trying to figure out what this massive corporation is doing and where it should be going”

TEAM DISCUSSIONS/PRESENTATION PREP

- Discussion/research into the case in teams