Framework to better understand your audience (minister edition)

- What do I need to know about this minister to help provide useful advice?
  - What tailwinds exist (working for)?
    - Where is there alignment with coalition priorities?
    - What public support does the minister have?
    - Where are there genuine pain points the minister could address?
    - Where is there momentum behind their priorities?
  - What would failure look like?
    - What might cause political embarrassment or pain?
      - ...with colleagues?
      - ...with their constituents / electorate?
      - ...with the public / media?
    - What might cause an issue with coalition partners?
      - What 'red lines' constrain the minister's choices?
      - What might trigger 'agree to disagree'?
    - What might cause them to lose credibility?
      - ...with colleagues?
      - ...with key stakeholders?
      - ...with the public / media?
    - What might be some early signs / tripwires?
  - What headwinds exist (working against)?
    - What would the coalition likely rule out?
    - What resource constraints does the minister face?
    - What advocacy tensions exist for the minister?
    - How does industry resistance challenge the minister?
  - What do we know about their current situation / context?
    - What is motivating them in their career?
      - Why did the minister get into politics?
      - Why did the minister choose this portfolio?
      - What do we know about their professional ambitions?
    - How much time do they have to read and consider your advice?
      - How much does the minister have to read and/or engage with advice?
      - How much detail do they like to work with?
      - What are the competing priorities facing the minister (e.g. other portfolios)?
      - How much time do they spend with stakeholders and constituents?
    - What administrative pressures are they experiencing?
      - What decisions can they actually make?
      - What is the minister's tolerance for complexity?
    - What are the current political pressures?
      - Is there a reshuffle on the cards?
      - How does this stage of the political cycle impact their priorities?
      - Who are the main actors influencing their thinking (outside the public service)?
      - What is the likely impact of recent events on the minister's reputation with their colleagues?
    - How useful do they find your advice?
      - How useful does the minister find official advice (1-10)?
      - What would a 10 look like?
      - What would a 1 look like?
  - What would winning look like?
    - What short-term wins are possible (e.g. within the next 1 - 6 months)?
    - What could be achieved over the medium-term (6 - 18 months)?
      - How is the minister aligning actions with the manifesto?
      - What are the re-election strategies of the minister?
      - How is the minister managing coalition dynamics?
      - What milestones mark portfolio mastery for the minister?
    - What do they see as their long-term legacy?
      - What systemic changes is the minister aiming for?
      - What measurable impacts is the minister targeting?
      - How could the minister's reforms endure over time?

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