

Connecting the Dots

Relational Regulation as the Unifying Framework
for Modern Regulatory Practices

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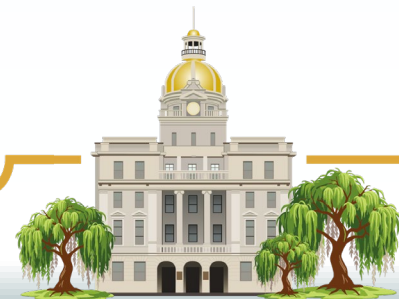


Importance of relationships in a government regulatory framework

Objectives

- Learn how to identify and prioritize key stakeholders.
- Identify which issues pose the greatest opportunity and risk, and then formulate responses.
- Understand how communicating with stakeholders can help regulation for everyone involved.
- Use thoughtful, tailored outreach efforts to advance organizational priorities.

Who, What, Why, and How?

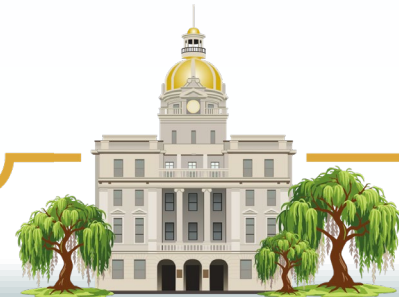


Who we are

**Michigan Department of Licensing
& Regulatory Affairs (LARA)**



**Wisconsin Department of Safety &
Professional Services (DSPS)**



Who they are

Licensees

Businesses

Board
Members

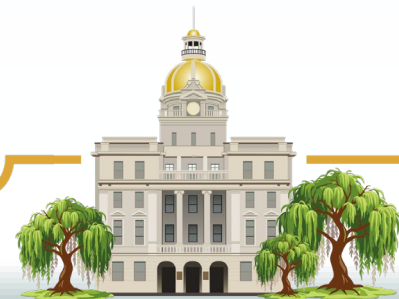
Legislators

Associations

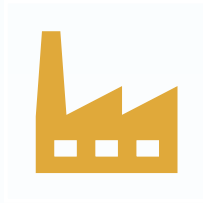
Media

Sister
Departments

Other
Regulators



Why do we focus on building and maintaining relationships?



**Supports the industries
we regulate**



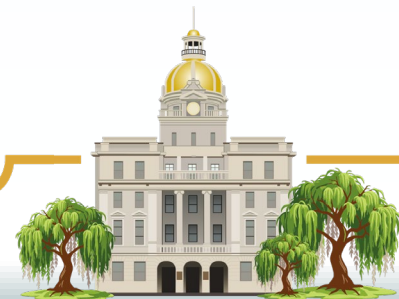
**Increases our team's
expertise**



Controls the narrative

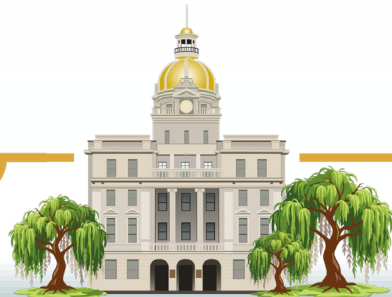


**Humanizes the
bureaucracy and
regulation**



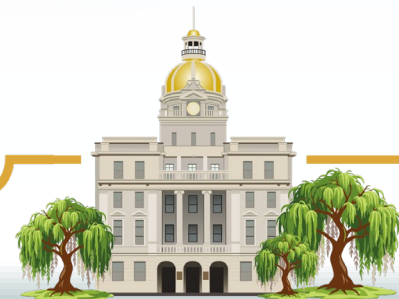
How do we build relationships?

- Prioritize
- Plan, plan, plan!
- Be open to opportunities
- Say yes (sometimes while saying no)
- Go where they are
- Be flexible
- Be accountable



What does everyone get out of this?

- Transparency
- Buy-In
- Understanding
- Information Exchange



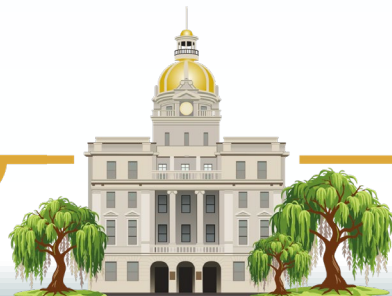
Conclusion

Who they are

Why we do this

How we do this

What we get out of this



Questions?

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