

Establishing Lines of Communication with the Opposition's Traditional Allies

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What is establishing lines of communication with the opposition's traditional allies?

- Creating a means to talk to folks who might be expected to be of a different mind from you on many issues.
- Your goal, almost undoubtedly, is to build an eventual alliance, or at least a friendly relationship.
- Contact may or may not lead to an alliance, but it's an important step in any case



Why would you establish lines of communication with the opposition's traditional allies?

- To alleviate misunderstandings
- It makes sense to look for allies wherever you can find them
- If you're talking with their allies, you may be weakening your opponents by reducing their power base
- Through their allies, you may be able eventually to bring the opposition around to your position



How do you establish lines of communication with your opposition's traditional allies?

- Know the players
- Use timing to your advantage
- Decide who will make the initial contact
- Decide how to make the initial contact
- Decide who will represent you in the first real communication between the parties



How do you establish lines of communication with your opposition's traditional allies? *(cont.)*

- Decide on the content of your first substantial communication
- Actually make the first contact and engage in the initial significant communication
- Follow up on the first communication
- Maintain and build upon your lines of communication over time

