

FIRM OVERVIEW

Where Business and Government Meet



Michael Best Strategies LLC (Strategies) is driven by a highly qualified team of professionals who work closely with businesses to achieve their strategic business objectives. Strategies works with our clients to identify opportunities for engagement with government, industry partners, and communities to achieve each client's objectives through strategic planning, pragmatic guidance on public policy development, and strategic governmental relations. Strategies provides a full range of services across four primary lines of business: Governmental Affairs, Public Affairs, Shared Value Business Consulting, and cultivating Strategic Political Relationships.

We know the issues. We know the people. We know the politics. We know the policies and regulations. Our strong set of values, together with our highly collaborative approach and engagement with each client, enables Strategies to deliver the highest quality service and excellent counsel.

In addition, Strategies is well-positioned to implement efficient, coordinated efforts for our clients at both the state and federal levels. We maintain offices in multiple states, as well as Washington, D.C. Furthermore, Strategies' affiliation with the law firm Michael Best & Friedrich LLP allows us to incorporate legal services where appropriate for a fully integrated approach to meeting our clients' needs.

Office Locations

- Colorado
- Illinois
- Utah
- Texas
- Washington, D.C.
- Wisconsin

Our Services

- **Governmental Affairs**

Governmental decisions are often critical to business success, and Strategies has the expertise and political relationships necessary to effectively represent clients and advocate for their interests in the lawmaking and regulatory process.

- **Public Affairs**

Often, a successful business strategy requires a strategic effort to educate relevant stakeholders and communities of interest and motivate them to act. Strategies crafts and deploys cogent and winning narratives that lay the groundwork for business growth and successful public policy outcomes. We have expertise in using public opinion polling and other tools to drive success.

- **Strategic Political Relationships**

Active engagement in the political process is an opportunity to protect and advance your business and industry interests. We utilize our strong relationships with state and federal campaign teams

to guide our clients in creating and maximizing valuable political relationships.

- **Business and Community Solutions**

We partner with industry leaders, forward-thinking innovators and market disruptors to identify opportunities to reconcile real or perceived conflict between societal issues and business objectives. Together with sound strategic and operational consulting, this results in tangible win-win scenarios, aligning our clients' core business strategy with community benefit. Sometimes referred to as "Shared Value," these strategies create a sustainable framework for social responsibility that not only fosters business growth, but favorably positions our clients as thought leaders and valued members of their communities. Our Business and Community Solutions team regularly advises clients on business partnerships and coalition building; workforce analysis and development; and Board of Directors retreat planning and facilitation.

"Our experience working with the Michael Best Strategies team was both successful and enjoyable. From the outset they demonstrated an uncanny ability to listen and truly understand the value of our project to the state. Their familiarity with the government and personal relationships with key players proved invaluable as they told our story. In short, they know what to do and how to do it!"
— Doug Hastad, President, Carroll University

Client Experience

Our national team of experts strives to exceed expectations and deliver valuable solutions. Our approach focuses on understanding each client's business or organizational goals, followed by implementation of an effective strategy to help achieve them. We deliver results that create business opportunity and growth for the client, such as:

- Established, trusted relationships between the client and key legislative and regulatory policymakers and other stakeholders;
- Increased opportunities to expand markets and reduce costs of business by influencing legislation or regulation;
- Products, services, and operations that align with employee and marketplace demands for sustainability and positive community impact;
- Improved risk management through proactive monitoring of legislative and administrative initiatives;
- Reduced costs through efficiently obtaining necessary governmental permits and approvals; and
- Increased revenue via participation in government contracts, economic incentive programs, and other grant programs.

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