

MEMORANDUM

To: Mary Gerhardt, CEO XYZ Ltd

From: Chair of Board Munro Investments Group

Subject: Lobbying

At our last Board meeting we discussed the issue of hiring a lobbying firm.

You pointed out that we are having increasing legal issues and informed us of your decision to hire an in-house counsel. We concurred. You also noted that the industry is being threatened by government regulation and as a stable senior player we should ensure that we are represented in all government fact-finding so that we can be sur our interests are protected.

We suggested that you develop a short list of Lobbyist firms.

You sent us your list. See attached. I have circulated it around the Board, and no objections were raised to any of the candidates.

Please take this as permission to go ahead

Regards

Frank

JOHNSON & JONES GOVERNMENT CONSULTANTS

Date: 16 June 20xx

Subject: Lobbyist Short List

Dear Ms. Gerhardt

You recently hired us to develop a short list of potential Lobbyists. We have completed the assignment and our recommendations are set out below.

We have assigned each a mark against the criteria we normally use. These criteria have been developed over hundreds of assignments

If you require any other information or help please do not hesitate to contact us

Yours Sincerely

David Johnson

Criteria

- Impact on Leadership Competence: Range 1 to 5 with 5 Highest
- Reputation for Results: Range 1 to 5 with 5 High

Name	Expected Fees per period \$m	Impact on Leadership Effectiveness	Reputation for Results
Lobby Co.	1.5	5	4.5
Influence Inc	1.4	4	4.0
GovHelp Co	1.3	4	3.5
Goreg. Inc	1.0	4	2
Politico Co	1.2	4.7	2.5
Wastrels Inc	1.8	+3	2