

2021 -
2022

Five Good Ideas[®]

to influence public policy



Matthew Mendelsohn
Public policy entrepreneur, researcher, strategic advisor and public sector executive

Wednesday, January 26, 2022 - 1:00 to 2:00 p.m.

What are the best ways to influence governments and change public policy? In this Five Good Ideas session, Matthew Mendelsohn, a public policy entrepreneur, researcher, strategic advisor and public sector executive, will provide an overview of lessons he has learned during his time in government, advocacy, consulting and policy think tanks on the best ways to influence the decisions governments make.



Matthew Mendelsohn has been using public policy to deliver economic and social impact for 25 years. He is currently a Visiting Professor and co-founder of First Policy Response at Ryerson University in Toronto and a Senior Advisor to BCG's Global Public Sector Practice.

From 2016-2020 he served as Deputy Secretary to the Cabinet in the Privy Council Office, where he led the Prime Minister's Results & Delivery Unit and the Impact & Innovation Unit. During his time in Ottawa, he also co-led the Government of Canada data strategy, oversaw advice on digital and platform governance, and designed Impact Canada, which developed Challenges and outcomes-based funding initiatives for the government.

Prior to his role in the Privy Council Office, Matthew was the founding Director of the Mowat Centre, a public policy think tank in the School of Public Policy & Governance at the University of Toronto. During that time, he published and spoke about government transformation, democratic institutions, social and economic policy, and federalism. Matthew is a former Deputy Minister and Associate Secretary to the Cabinet with the Ontario government and a former Senior Advisor in the federal government's Privy Council Office where he led the polling unit. He was a chief architect of the 2015 Liberal election platform and a member of Prime Minister Trudeau's transition team.

Matthew received his B.A. from McGill University and Ph.D. from the l'Université de Montréal and held a post-doctoral fellowship



at the University of British Columbia. He was a tenured faculty member in the Department of Political Studies at Queen's University for 10 years and has been an active board member for many non-profit and charitable organizations that support community well-being, civic engagement, and economic and social inclusion.

Five Good Ideas

1. Political science matters – interests, institutions, ideas, identity, and incentives all constrain outcomes
2. Understand the political process, the bureaucratic process, and the issue
3. Relationships and trust are capital
4. Stories matter to help frame problems and solutions
5. The announcement is the end of the beginning – details and implementation matter

Resources

- David Evans and Markus Goldstein, [8 lessons on how to influence policy with evidence – from Oxfam's experience](#).
- [Overseas Development Institute](#).
- Antje Dun, [How to frame issues for social change impact](#).
- Pedro Barata: [Five Good Ideas for getting your issues on the public policy dance floor](#).
- Sherri Torjman: [Five Good Ideas about policy](#).

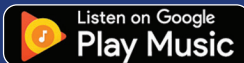
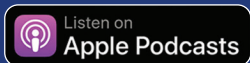


Follow us on Twitter: #5GI, @maytree_canada

Five Good Ideas® Podcast

Listen to some of the best past sessions on your mobile device

Available at:



or at www.maytree.com/maytree-podcasts/five-good-ideas-podcast/



FIVE GOOD IDEAS

PRACTICAL STRATEGIES FOR NON-PROFIT SUCCESS

Edited by **ALAN BROADBENT AND RATNA OMIDVAR**

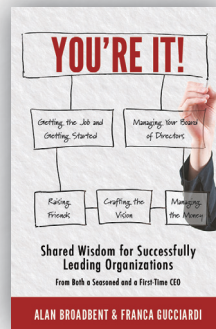
PURCHASE YOUR COPY OR E-BOOK TODAY!

www.chbooks.com

www.maytree.com/5GI



www.maytree.com info@maytree.com



You're It! is a mentorship in book form, the collected wisdom of **Alan Broadbent** and **Franca Gucciardi**, two experienced CEOs. This practical and accessible guide to leading an organization is everything you wanted to know about being a CEO but were afraid to ask.

Once you become CEO, the success or failure of your organization is all up to you: *You're It!*



Franca Gucciardi



Alan Broadbent

www.youreit.ca

Zephyr PRESS