

CAPITOL

STANDARD



**This is How: Rules of Professional
Engagement & Influence in Washington**



This Is How

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“There’s no shortage of great people to meet and ways you can help them. If you focus on what you can do for others, then it’s difficult to make a mistake.” - Anthony Shop, Chief Strategy Officer at Social Driver

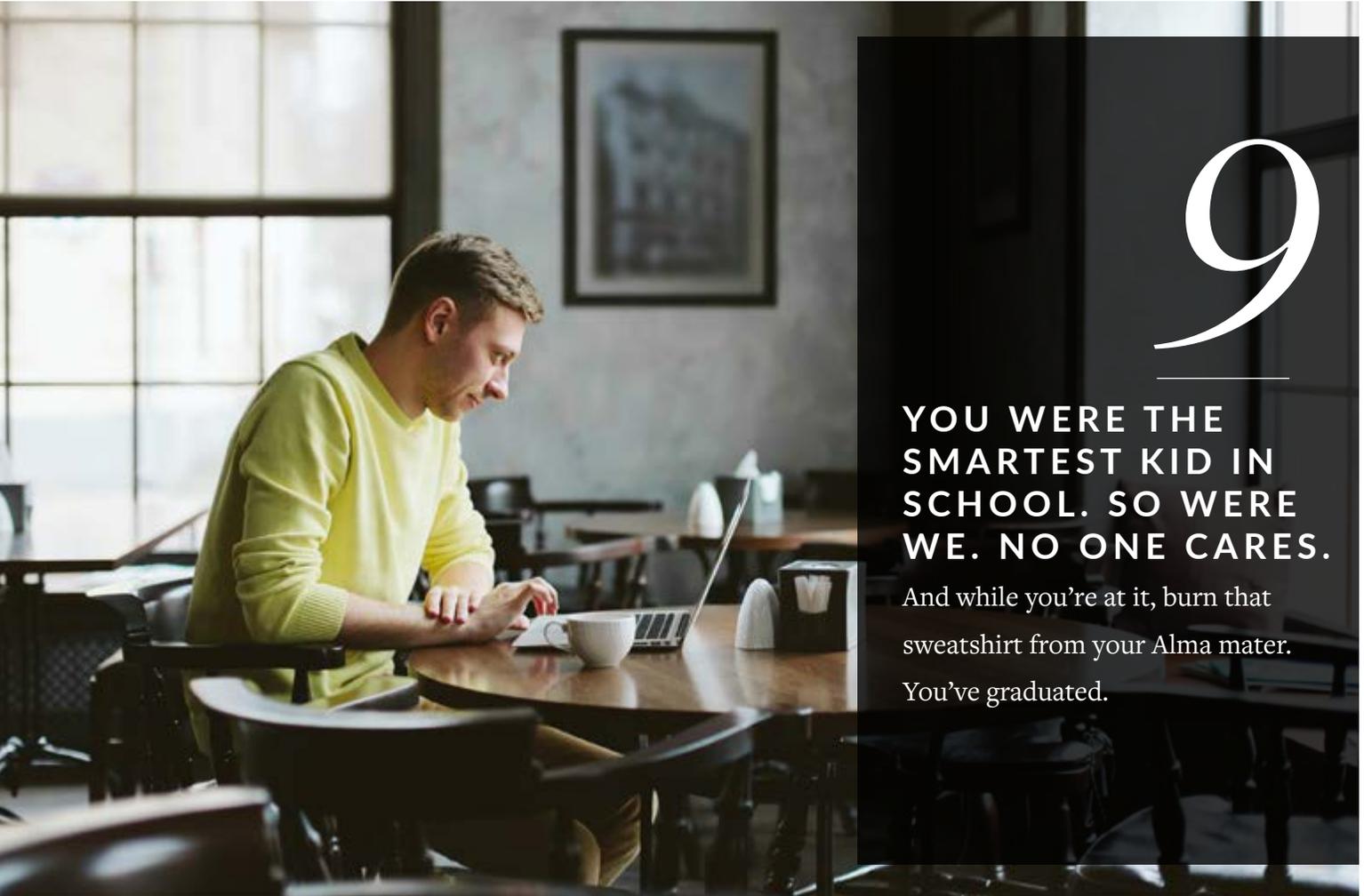
Washington, DC (or NYC, LA, and all the other places we flock to, to build our careers) is a beast of a city. This is where the nation goes when it wants to work hard, and play even harder.

The saying ‘you are who you know’ holds no weight here. Because it’s not about who you know, but who knows you. There are hard and fast rules to this place. If you abide by them you will pierce through the proverbial bubble, and on to an entirely new level. Here are the rules:

10

ABANDON YOUR SCORCHED-EARTH POLICY

That co-worker you loathe will be your boss on a campaign 4 years from now. That guy hogging your treadmill in the Senate gym will run a lobbying firm 7 years from now. Recalibrate your perspective on relationships.



9

YOU WERE THE SMARTEST KID IN SCHOOL. SO WERE WE. NO ONE CARES.

And while you're at it, burn that sweatshirt from your Alma mater.

You've graduated.

8

FIND YOUR SCENE

Working in politics affords you priceless opportunities to attend important events. Use beltway outlets such as Capital Standard and Cloture Club to identify those opportunities. Get to know outreach staffers at each embassy and similar organizations around the city. Aim to meet at least one new person at each event — and make sure you follow up with them within 24 hours.



7

DON'T PUT IT IN WRITING

Resist the temptation to put important information in texts and emails. You never know what a situation can devolve into and you don't want your words printed on the front page of the New York Times. Go with a face-to-face meeting instead. If that isn't feasible, jump on the phone.

6

PULL YOURSELF TOGETHER

Find a barber. Find a tailor. Find a gym. Patronize them regularly. A stressful job is no excuse for being a slob.

5

SOCIAL MEDIA IS LETHAL

Happy hour ends careers. Don't take drunken pictures at receptions. Avoid Twitter after you've had a few shots.

4

DIVERSIFY

Remy Danton once said, "Power is better than money for as long as it lasts, but it never lasts." Power vacillates in this town. People change jobs. Parties play musical chairs at each end of Pennsylvania Avenue. The only way to survive and thrive is to create an expansive web of relationships that encompasses both parties and an array of industries.

3

DON'T NETWORK. BUILD RELATIONSHIPS.

Networking is superficial. It feels forced. Focus on building real relationships with people. Get to know the person. Understand who they are and what they do for living, then find a way to add value for them.



2

KEEP YOUR MOUTH SHUT

Don't share office secrets with your roommate. Don't tell your girlfriend about your Senator's interoffice tirade. Never gossip. Be smart about how you share information and with whom you share it. Your career depends on it.



1

REMEMBER, THE STAKES ARE HIGH

Your interactions with constituents, supporters and the media reflect directly on your boss. You don't want to be the reason s/he doesn't get re-elected. Execute your office duties precisely. There's no room for ineptitude. Play to win or don't show up.

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