

# *Public Choice and Political Entrepreneurship*



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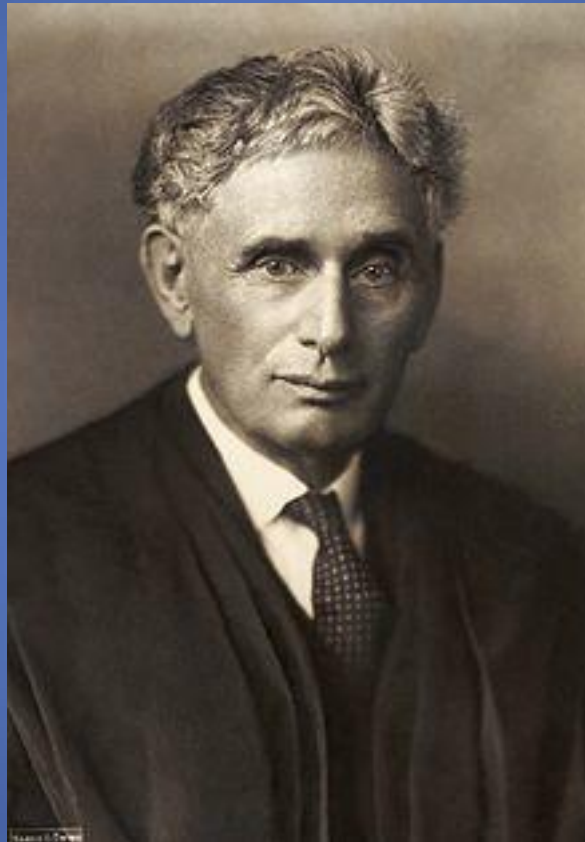
# Public Choice Theory 101

- Established interests engage the political process to seek or protect “rents.”
- Established, concentrated interests enjoy huge advantages over diffuse ones.
- The insights of public choice theory provide a valuable lens, but need not be “iron laws of politics.” (And the “capture theory” is overdrawn.)

# What Dick Can Teach



# What Brandeis Can Teach . . .



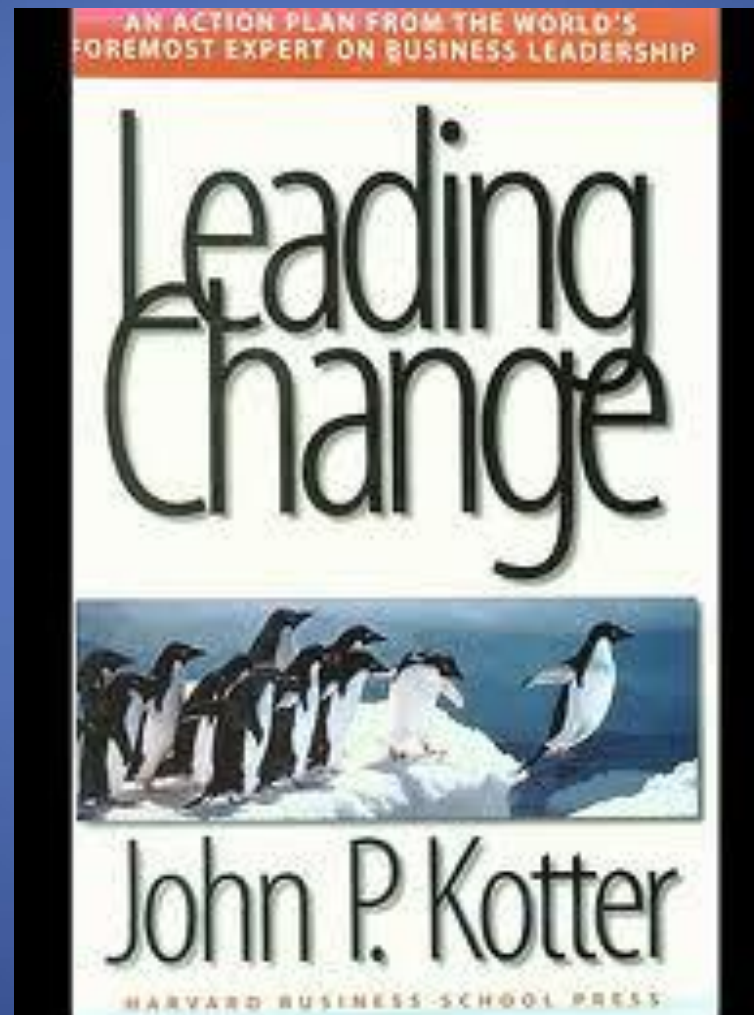
# What Ray Can Teach . . .



# What Fred Kahn can teach . . .



# What John Kotter Can Teach



# John Kotter's Principles for Change

- Establishing a Sense of Urgency
- Creating a Powerful Enough Guiding Coalition
- Developing a Strategic and Principled Vision
- Communicating the Vision
- Removing Obstacles to Success
- Create Short-Term Wins
- Create a Sustainable Culture Committed to the Change

# Two Take Home Lessons

- **Lead in institutional innovation**
  - Provide effective training and teaching to staff.
  - Don't be afraid to act and experiment.
  - Look for opportunities to develop win-win opportunities and don't be afraid to threaten alternative consequences to inspire creative solutions (or just get necessary information).
- **Consider the Information Environment**
  - Who are we not hearing from? How can we frame the agenda?
  - Develop solutions from first principles and intellectual confidence.