



# A Political Certification

Proposal for Citizens

March 8<sup>th</sup>, 2017

# Current Environment

- Current Political Atmosphere
  - Sides spending Billions to Market
  - Citizens being pummeled with Negative Ads
  - No Guarantee the ones elected will perform
  - Control of Government is Expanding
  - Almost 70% of all income is paid for taxes

# Political Certification

- Defined Political Problems
- Benefits
  - Commitment to an Approach
  - Limited Exposure to Personal Attacks
  - System for Citizens to Participate
  - Reduce / Eliminate \$ to Counter Branding





# Defined Political Problems

- Problem #1
  - Politicians lack of understanding
    - Once in office, what should a politician do?
- Problem #2
  - Politicians personal attacks can limit action
    - The politician's life can be exposed for all to see
- Problem #3
  - Politicians are not accountable once in office
    - Politician's loose site of the Citizen's needs in office
- Problem #4
  - Politicians can make decisions for Special Interests
    - Politician's forget Citizens in Favor of pleasing Special Interests

# Commitment to Approach

- Defining an Approach to how to govern will allow politicians to commit to an approach that will result in positive economic and societal outcomes.
  - Tools Exist to Define Model
  - Macro Model is Defined
  - Micro Model Baseline is Defined
- Solving Political Problem #1
  - Politicians can lack a strong understanding and approach to good decisions around economic and social concerns. This situation forces them to do what they think will give them the most votes instead of doing what is “right” as defined by a Micro Model Political Certification.

# Personal Attacks Limited

- Providing a tool for Politicians to Refer to when running their campaign can help defer any personal attacks.
  - Methods Exist to Counter Attacks
  - Macro Model helps Position Opponents
  - Micro Model helps Citizens Know their Intentions
- Solving Political Problem #2
  - Politicians can suffer greatly under the personal attacks levied by the opposition, these attacks can be deflected with the right strategy and the “Guarantee” the Politician will behave according the commitment outlined in the Certification process.



# Citizen Participation

- Providing Tools for the Citizens to Participate in determining the best candidate within the total group of available candidates as well as tools to help keep the seated politician hold to the Certification Commitment they made.
  - Tools Exist to provide Citizen Involvement
  - Macro Model Exists to Partition the Solutions Space
  - Micro Model Exists to Provide Citizens Decisions Points
- Solving Political Problem #3
  - Politicians, once in office, sometimes will not make equitable decisions in the favor of the Citizens. The Political Certification efforts will ensure Citizens maintain their voices and have options to replace the politician or strip the Politician of their Certification.

# Money's Impact to Policy

- Providing methods to help the Politician to focus on the economic and societal impacts to their decisions for Citizens, not the groups that provide enough money to win elections.
  - Methods Exist to Counter Money Challenges
  - Macro Model helps to define acceptable money
  - Micro Model helps clarify purpose of the money
- Solving Political Problem #4
  - When Politicians are working to win their election, there are consistent cases where the most money will win the election since the other side can use Media to overwhelm the other side to ensure their own win. The use of the Certification and the defined methods can ensure that the right level of money is provided to the Political Campaign without Special Interest Involvement.