

Navigating Trump 2.0 & 2025 Washington



7 Trends, 2 Recommendations

Change in Control of House, Senate and/or White House

<u>1960's</u>	<u>1970's</u>	<u>1980's</u>	<u>1990's</u>	<u>2000's</u>	<u>2010's</u>	<u>2020's</u>
1960	1970	1980	1990	2000	2010	2020
1962	1972	1982	1992	2002	2012	2022
1964	1974	1984	1994	2004	2014	2024
1966	1976	1986	1996	2006	2016	2026
1968	1978	1988	1998	2008	2018	2028

45 ≠ 47 and 2017 ≠ 2025



ATTITUDINALLY

- Least prepared → Most prepared
- Hyper-aggressive / Disrupt → Transform

POLITICALLY

- Dems in disarray; Trump dominates GOP
- MAGA ecosystem mature & engaged

NOT CHANGED

- **Chaos (feature not bug)**
- Transactional (not ideological)
- Goal (perceived domination)

GLOBALLY

- World at war & inflationary
- Trump more senior, experienced

“METHOD TO THE MADNESS?” ... THE SIGNAL IN THE NOISE



**IMPORT
TARIFFS**

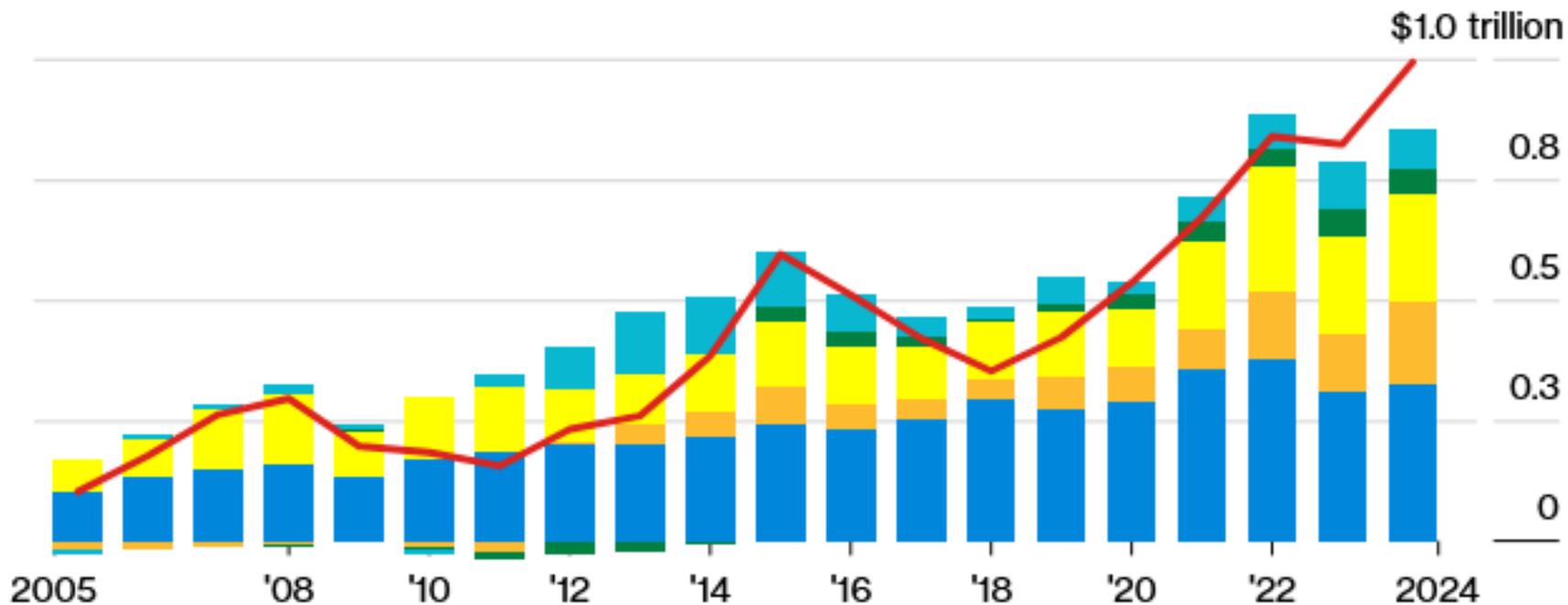


Consistently Anti-Trade for 40+ Years

China's Trade Surplus Soared Near \$1 Trillion Last year

Record surplus generated pushback from countries around world

- Trade surplus
- With US
- With Asean
- With EU
- With Africa
- With Japan, South Korea, Taiwan, Hong Kong



Source: China's General Administration of Customs



WILDCARDS: WHAT MIGHT ALTER TRUMP'S PLANS?



Thermostatic Politics: Activism Rises Against Party in Power



New Pressure Inevitable?



OCCUPY



CEASEFIRE NOW!

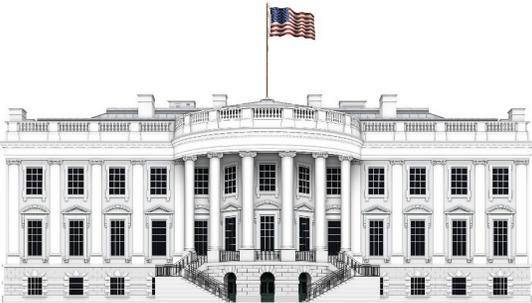
SO WHAT?

***2 Recommendations for
Retail Leaders***

Trump 1.0 Lessons for Trump 2.0



1. **Own the relationship** (*C-Suite lead*)
2. **Rhetorically-align our ask with their priorities**
3. **Be ready to negotiate** (*find a “win” for him that’s not a loss for us*)
4. **Mind our words** (*private > public; substantive > personal; economic > cultural*)
5. **Don’t let employee groups dictate** (*neither left nor right; preempt politics*)
6. **Play the long game** (*stay bipartisan; “Washington Post test”*)
7. **Collaborate & coordinate** (*there’s safety in numbers, wisdom in crowds*)



SHOW UP – ALL TRUST IS LOCAL

They Won't Trust Us If They Don't Know Us

	<u>Not Trusted</u>		<u>Trusted</u>	
<i>Perceived from afar via media</i>	Congress	Politics	My Representative	<i>Experienced first-hand, offline / (IRL)</i>
	Big Business	Business	My Employer	
	Mass Media	News	My Favorite Media	
	National Economy	Economics	My Finances	
	Other Party	People	My Friends	

Thank you CSRA

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