

4 DECEMBER ELECTIONS TO THE LEGISLATIVE
ASSEMBLY OF THE REPUBLIC OF KARELIA

ACTION PLAN
«7 STEPS TO VICTORY»

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SWOT



STRONG SIDES

- 1. YOUNG**
(full of energy)
- 2. EXPERIENCED**
(7 years in real politics)
- 3. IN OPPOSITION**
(deputy chairman of the regional department of PP "JUST RUSSIA")
- 4. KNOWLEDGEABLE**
(vice-chairman of the Standing Committee for Economic Policy and Taxes of the Legislative Assembly)
- 5. STRATEGIC VIEW**
(one of the most active legislators in the region)

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● WEAKNESSES

1. **Lack of resources**
(fundraising problems)
2. **No friendly mass-media**
(TV-channels are controlled by government)
3. **Strong opponents**
(dominating and powerful)



● THREATS

1. **Administrative resource**
(government domination of electoral process)
2. **Voting control**
(electoral monitoring)
3. **“Black technologies”**
(dirty tricks)



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● OPPORTUNITIES

1. Increase personal recognition rating
22% → 70%
2. Increase personal popularity rating
5% → 35%
3. Increase recognition rating of “Just Russia”
35% → 70%
4. Increase vote share of “Just Russia”
18% → 35%
5. Double number of “JR” MPs 7 → 14

“7 STEPS STRATEGY”

- ① 1. Early start of campaign
- ② 2. Regular work with the constituency
- ③ 3. Strategic and tactical view
- ④ 4. Strong socialist ideology
- ⑤ 5. Concrete ideas for Karelia
- ⑥ 6. Strong team
- ⑦ 7. The goal





“Politics is almost as exciting as war, and quite as dangerous.

In war you can only be killed once, but in politics many times.”

Winston Churchill

Many thanks to JSMT!

