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# The Perfect Fit

How and why our leaders are chosen.

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# Prologue

**The journey to become the leader of a country is a long and tough road. It requires resilience time and charisma, all things I will be detailing as we go along. In this short book we will specifically be looking at how a fictional character William Robinson can go through the processes of becoming the PM of the uk and then how he can go through different processes to gain the position of the present of the United States, both positions require similar characteristics however the stages to get there are extremely different, in this book we will look at how these differences would affect the candidate and the tweaks well need to make to the candidate in order to overcome the difficulties he faced when trying to achieve the leadership.**

## **Chapter 1 - The Characteristics (UK)**

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**B**ecoming the prime minister of the UK and the president of the US is a complex challenge to say the least and has to be done with time, as it requires a certain amount of experience, although in our UK constitution it states that all you need to become prime minister is to have complete control of parliament, in reality it takes a lot more.

**William Robinson grew up in Cheshire in quite a wealthy family, with his mother already being involved in politics he grew up with a broad interest for the subject in which he chose to pursue at Eton college alongside economics and law, before being accepted into Oxford to further study politics this adding to his political acumen which is a great strength to have when running for prime minister. Going to such prestigious colleges and universities are important when looking at the background of prime ministers as it provides them with access to a network of influential people and can also bias voters and party members into voting for them due to their intelligence and drive to succeed. While studying at Oxford university he attended many clubs and societies and became known for his witty quick thinking and charisma through becoming the leader of the debate club, this ability to connect with people and generate some sort of enthusiasm even if just in a society is an important trait for a PM and would later be useful during election processes, also the strong leadership skills shown here is useful in becoming the leader of the country as a PM should be able to inspire their party and lead with confidence.**

**However Robinson wasn't afraid of expressing his opinions and often got in trouble for certain views on modern topics, this would prove later to be a hinderance when running for PM, another trait Robinson had yet to achieve was resilience and adaptability, as during his life it seemed to most outsiders that his life didn't include many challenging circumstances in which he needed to adapt to, however as we look deeper into his political career well see many challenges he faced and the resilience he showed which ultimately lead to his leadership.**

## **Chapter 2 - The Characteristics (USA)**

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**When running Robinson through the election process in the US we already notice key differences, for example in the US there are many more formal requirements that he needs to succeed. Therefore the background differs:**

**William Robinson was born in Connecticut to an upper middle class family, his father was a barrister so even as a child he had an interest in doing the right thing. Already being a white male gives him some advantage from biased voters. From a young age he was in clubs like scouts in which he became club leader and was very interested in helping people, these leadership skills carried through during his life and is important when becoming POTUS as it shows they can lead their party and ultimately the whole nation. He completed all these clubs all while exceeding at school and studying at Choate in Connecticut before later studying law at Harvard university where he joined many societies and became leader of the debate club by going to prestigious schools he, just like in chapter one gains another great trait by being seen as intelligent and having access to important contacts . After graduating at Harvard university Robinson decided he wanted to help the people around him back home and went into politics therefore starting his long political career, having experience from such a young age is traditionally seen as one of the most important features of being president.**



## **Chapter 3 - How Robinson performs in the system (UK)**

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**After Robinson completed university with his degree in politics he began work with the mayor of his constituency back home and became a local councillor for his ward, his main aim was to gain work experience and an insight into how politics really works, Robinson started to become well known in the community by engaging with the citizens in his ward and listening to their ideas, he quickly felt very involved with the community and became good at scrutinising other council decisions.**

**He started to be recognised as a future mp for his constituency, this enticed him and he quickly began becoming involved for labour as a party by volunteering to help other candidates making posters and leaflets and going door to door to try enthuse voters and became a party member.**

**All whilst doing this he created a network of support that would later be useful when running for mp. Labour sent out an application to Robinson, in which was then sent back to the party and labours selection pannels which are made up of representatives and local party members, they review applications like Robinsons and shortlisted Robinson and a few other candidates for further considerations.**

**Robinson then attended a series of interviews and assessments in which the panel made their final decision on Robinson being selected. However the struggle to become mp doesn't end here, as Robinson needed to campaign to become an official mp, here he met with voters took into account their views, handed out leaflets and attended debates and promoted labours policies as a whole. Robinson won the election and became the new official mp.**

**Robinson became very committed as an mp and regularly spoke with his constituents, trying to help improve their community. He took part in as many debates and discussions and votes as possible in parliament that affect the country as a whole. Robinson took a lot of care in promoting the party as a whole and campaigning for it, he received a lot of recognition and soon was in the running to become the leader of the labour party. After being nominated by 24% of labour mps he began campaigning again for his new position and received some positive media attention, after receiving a majority of votes he became the leader of the labour part, and one step closer to the leader of the country. Shortly after receiving leadership of the party, Robinson began setting the agenda for the party and portraying the party in a positive light to the media, and began writing the party manifesto months later for the general election.**

**By the time the general election rolls around, Robinson had been leader for a good amount of time and had a very positive reputation, this is helpful before the election campaigning even took place. Robinson still had his wit and charisma which helped hugely when it came to interviews and speeches, although the campaigning process in the uk doesn't take long it means you can't afford to make big mistakes or it could really damage your chances at winning.**

**Robinson made sure to fundraise and due to his connections previously made it came pretty easy for him. Robinson was therefore very careful with what he said making sure not to talk about sensitive topics that could cause a lot of debate and anger, his main idea was to enthuse voters into a big change in the future and point out what the labour party could do that the conservatives and other parties couldn't. Robinson was a little awkward on television however to avoid the issue of looking unconfident he made sure he knew all the questions that would or could be asked and rehearsed how he would say it. Robinson knew if he could get voter turnout within the younger generation to increase he stands a better chance of getting elected, and therefore chose to use social media using platforms like Facebook and instagram to get his message and policies spread, he made sure to make his policies interesting and easy to understand and relate to.**

**Now all that was left was the election day...**

# **Chapter 4 - How Robinson performs in the system (USA)**

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**Due to Robinson having started being involved in politics from so early on he got a huge advantage in political experience. Due to Robinson's background he started his career off by being an assistant to a congressman, before being elected to the county council here he aimed to help the citizens in his county, he wanted to gain experience with political roles and dealing with some pressure, he was responsible for education which allowed for families to support him and to gain a broad network of backing. Robinson started to become well known in the community by engaging with the citizens.**

**However Robinson wanted more, he began to feel like his position he had could only do so much for so many people, he wanted to help more communities, and was recommended by his citizens and friends to become the senator for Connecticut, he began by declaring his candidacy by filing his statement and giving it to the federal election commission and the Connecticut secretary of state's office. He then participated in the primaries, this would later help him for when he runs for presidency as he's already gained experience of the process.**

**Having won the primaries Robinson then went on to campaigning for the general election where he began to build his campaign team, he found this to be quite challenging as although he had already been a very respected member of his community, many people did not have the time and therefore he began trying to recruit people. Due to his previous career of being an assistant to a congressman, he was able to revive some backing from him and his supporters, and thanks to his charisma he was able to find other significant backers who helped him raise substantial funds, and he won the seat.**

**Robinson knew he needed to gain a lot more experience before he was able to even consider running for presidency, and therefore spent 7 years being the senator for Connecticut. By this time Robinson felt ready to compete in the presidential election, however he wanted to see if he had any chance of winning, so therefore decided to compete in the invisible primaries, here Robinson was trying to get some name recognition and media attention. Robinson had quite a large social media following and therefore used this to 'suggest' his name and see the reactions. Robinson saw that he had quite a large chance and so decided to build a campaign organisation and start raising funds as you need as much money as possible.**

**The currency of invisible primaries is ‘mentions’ and Robinson received a lot. He began to do a lot of interviews and public appearances on radio shows and tv shows to promote himself. By doing this he received a lot of donations and became a front runner with huge potential.**

**Shortly after the invisible primaries he then competed in the primaries, in which he was competing against a lot of other democrats. Although the primaries are not constitutional they are a crucial part of the election process and something Robinson needed to win. He began travelling around different states campaigning and attracting media attention. Due to the low turnout during the primaries it is crucial your supporters voted therefore he campaigned heavily just showing up. Robinson eventually won the primaries. He may have won but had left a divide in the democrat party and in order to win the election he knew he had to unite the party again and have backing from the party as a whole, and therefore decided to make his biggest rival, Chris Graham, his running mate this healed the wounds made in the primaries and helped him receive more backing.**

**Robinson moved onto the National Party Convention where he was officially nominated as the democrats candidate. During this convention he tried hard to enthruse party members and gave an empowering speech which put him high up in the polls.**

**After the NPC Robinson needed to campaign hard and raise more money than he previously had. Robinson made great use of the media and went on many chat shows and interviews, he made a catchy commercial and was hugely supported amongst the youth. Robinsons biggest challenge would be the debate, he was very telegenic however often got nervous and stuttered on his words. This proved to be hard and on the day it seemed he had lost the debate, however in America there it is very much about style over substance and thankfully Robinson looked better and presented himself better than, Rudy Jackson, the republican candidate and therefore only just won the debate.**

**Both candidates campaigned and travelled around the states up until the election date...**

## **Chapter 5 - The results (UK)**

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**It is “polling day eve” in the uk, traditionally they are held every 5 years, due to the fixed term parliament act 2011 the length of a parliamentary term is set at 5 years and a required 2/3 majority vote in parliament or a vote of no confidence in the government is required for an early election to be called.**

**Election Day here was set for March 4th 2021, and therefore today being March 3rd means it is the time for parties and candidates to make their final push to win voters over before polls open. Today Robinsons day is filled with last minute campaigning efforts where he is set to make his final media interviews with Channel 4 news and BBC Radio 5 live before finalising his messages and preparing for election day.**

**On election day after the polling closes the votes are transported to counting centres and are declared constituency by constituency. The Labour Party won a majority of 347 seats making William Robinson the prime minister of the uk. After receiving the news Robinson makes a ‘victory speech’ in which he begins to thank his supporters and party for their help and he explains his plans for governing the country and helping us grow as a nation.**



## **Chapter 6 - The results (USA)**

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**It is 'election eve' in America today, where Robinson is trying to push and rally for support from voters. Today Robinson is giving speeches in key battleground states such as Florida to enthuse his supporters and make sure they turn out to vote. Robinson encourages his supporters to vote and 'keep campaigning' right up to the end. Here in America early voting may also take place in some states where voters are given the option of voting by mail also. The election date is set the same as always it takes place every 4 years, no doubt, and is on the first Tuesday after the first Monday in November.**

**On election day after the polling closes the votes are counted by local election officials and these are reported to state election officials. He received the majority of the popular vote with just over 28 million votes. Robinson wins the majority of electoral votes with 312 votes making him the president of the US. Here Robinson makes his acceptance speech where he addresses his supporters and his vision for the future he also sets out the tone here for his presidency.**

## **Chapter 7 - The conclusions (both)**

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Clearly we can see the differences between what it takes to become both president of the US and prime minister, they are both very demanding roles however to get to that point you must take two very different roads. In America Robinson had more concerns and difficulties with money and raising it than Robinson had in the uk, as in the uk we have a limit on what we can spend and the whole election process is much much shorter so there is no need to spend excessive amounts unlike in America where it goes on for months and you either need personal wealth or lots of sponsors and donations, in which Robinson found hard but managed due to his wit, charisma, telegenic personality and contacts from his background.

It is a lot more demanding on the presidential candidate as it is a much longer gruelling process and therefore takes a lot of self belief and belief from others it also requires more travelling to get across the country of America to get support from all places and try encourage turn out as in America the turn out is so poor, the more people voting will change an election outcome completely. In the UK, Robinson seemed to have more struggles with how he was perceived by the public, the media here also mattered a lot along with his campaign strategy and his competitors which weren't as good options, in the public eye.

**In the UK it is clear there are less steps to take to become PM however the experience needed to become PM is still needed along with the backgrounds that show intelligence.**