

## John Bruton

Former EU Ambassador to the U.S. & Former Prime Minister of Ireland

**The Transatlantic Economy.** The transatlantic economy of Europe and the United States is still at the core of the world economy. US companies invest a record amount in Europe (56% of all US foreign investment). Europe in turn is the biggest foreign investor in the United States. This makes the US and Europe uniquely dependent on one another. Ambassador Bruton analyzes the challenges in the transatlantic marketplace, including EU and US approaches to regulatory matters and taxes. He also examines different approaches to healthcare policy, climate change, and energy policy, and compares approaches to mergers and anti-trust.

**The Global Economic Crisis.** The global economic crisis is the result of underlying imbalances between saving and spending which were magnified by a dynamic financial system that had insufficient inbuilt checks and balances. Internalizing such checks and balances within company practices, especially in the banking sector, rather than heavier global or European regulation, is the way forward. Ambassador Bruton addresses the public policy challenges that arise from certain financial institutions being "too big to fail" and the implication that has for the taxpayer. He also speaks about improving the supervision of the banking sector in the EU.

**The European Union - A Model for Global Governance.** If your organization is working with the EU, Ambassador Bruton provides an essential primer. He discusses how to influence EU legislation and policies by explaining how the EU works, how the political system compares with that of the US, the cultural and historical sources of different attitudes to government, and regulation on both sides of the Atlantic.

**Managing a Diverse Team.** As Prime Minister, John Bruton successfully negotiated the formation of, and managed, a coalition of 3 diverse parties with different ideologies. As head of the EU Commission's Washington Delegation, John Bruton has also managed a multinational and multilingual team of professionals. Ambassador Bruton describes the techniques he used in managing government business, including instituting changes that discouraged silo-thinking, promoted training, reduced inefficiencies, and boosted mission awareness and pride.

**Brexit: What's Next.** Ambassador Bruton expertly discusses the political consequences of the Brexit referendum. Drawing on a deep understanding of the EU economy, key trading partnerships, and the decades-long effects of political policy on businesses, Bruton explains the vote's enormous implications on all 27 members of the EU. Bruton focuses on foreseeable problems including strained information sharing between nations fighting terror threats, effects on the preexisting territory dispute in Northern Ireland, changes to police cooperation, trade agreements, and policies, attacks on shared infrastructure, and more. He discusses possible the importance of public opinion on determining the future of geopolitical relationships as well as immediate next steps for the EU after Britain leaves.