Bruce Mehlman February 10, 2025



# Trump 2.0 & the New/Old Politics of Washington



# **10 Observations on Where We Are & Headed**



# 45 ≠ 47 and 2025 is not 2017



#### **NOT CHANGED**

- Chaos (feature not bug)
- Transactional (not ideological)
- Goal (domination: DJT, USA)

#### **ATTITUDINALLY**

- Understands the role & powers; more confident
- More aggressive / in a hurry
- Disrupt & Dismantle → Replace & Remake

### POLITICALLY

- Dems in total disarray; no #Resistance
- Dominates the GOP
- MAGA ecosystem mature & engaged

### **GLOBALLY**

- World at War & Inflationary
- U.S. relatively stronger than 2017
- Trump more senior, experienced than others



## **Repeat What Worked**

# **Disrupt What Didn't**



Economic Team









Trade Team





Foreign Policy





WH Operations





DOD / Nat Sec





Health Care





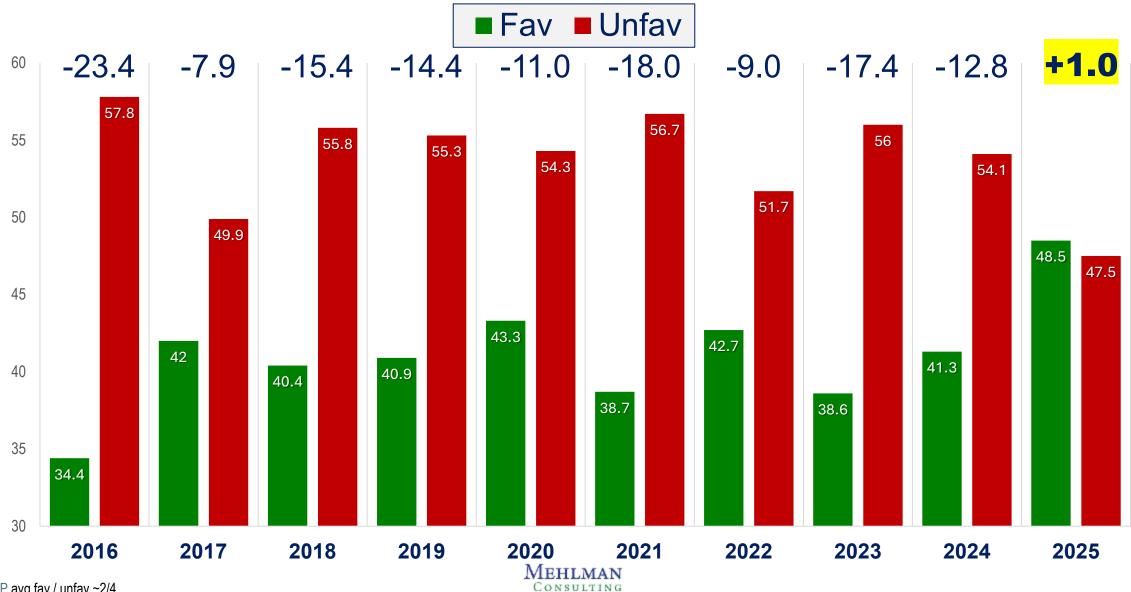
Deficits / Efficiency



MEHLMAN CONSULTING

#### SO FAR ENJOYING A HONEYMOON: POSITIVE POLLING

## **Trump Enjoying Highest Net Favorability of His Career**



Source: RCP avg fav / unfav ~2/4

#### THE BIG FOUR: MAJOR INITIATIVES

MEHLMAN

# **Trade Wars**



#### **Extreme Budget Cutting**



#### **Massive Tax Reconciliation(s)**



#### **Mass Deportation**



#### <sup>5</sup> ALSO ON THE MENU: AGGRESSIVE ACTIONS ACROSS GOVERNMENT

# Some Similar, Many More Far-Reaching than Trump 1.0



- Undo Biden EO's (eg Al)
- Redo major initiatives



- Cut regulations 10-to-1 Undo Biden rules
- Less antitrust (except tech)



- End USG initiatives
- Go after private sector



End green subsidies Unleash fossil fuels



- Overhaul bureaucracy
- Purge "deep state"

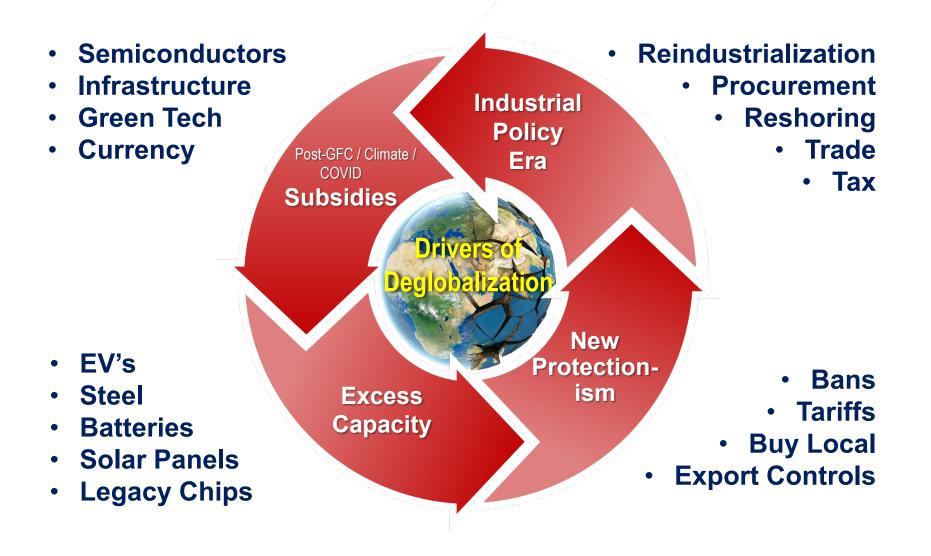


- Pro-crypto, open-source Al
- Stop censorship
- Accelerate defense tech



#### AMERICA FIRST INDUSTRIAL POLICY GOES WELL-BEYOND TARIFFS

## Where Trade, Economics, Tax & Foreign Policy Meet



Mehlman Consulting

## **Thermostatic Politics: Activism Rises Against Party in Power**

























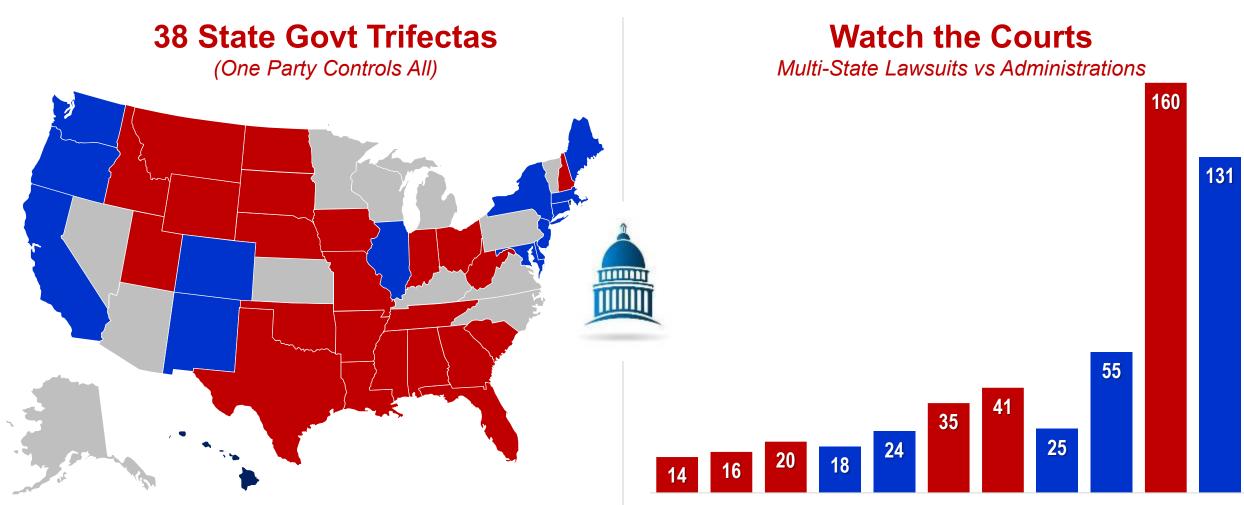


New Pressure Coming?

MEHLMAN CONSULTING

#### THE "RESISTANCE" WILL COME FROM BLUE STATES & COURTS

## **States Push Policies in Contradictory Directions**



RWR-1 RWR-2 GHWB WJC-1 WJC-2 GWB-1 GWB-2 BHO-1 BHO-2 DJT-1 JRB

MEHLMAN Consulting

#8

#### WILDCARDS: WHAT MIGHT ALTER TRUMP'S PLANS?

MEHLMAN CONSULTING











# They Won't Trust You If They Don't Know You

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



## My Substack (free): <a href="https://brucemehlman.substack.com/subscribe">https://brucemehlman.substack.com/subscribe</a>



