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Strategically**



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***Without An Emotional
attachment, there is little
political future.***

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Without an Emotional attachment, there is little political future.

The success of a candidate for governor of Puerto Rico or any political candidate for that matter, is not only based on his or her ability to articulate proposals and action plans but also on his or her ability to establish an emotional attachment with the population. A candidate who manages to connect with the people and understand their needs, concerns, and desires has a greater chance of gaining the trust and support of the voters. In this essay, we will explore the vital importance of a candidate having a strong emotional attachment with the people and how the lack of this factor can affect his or her performance and legacy as governor.

When a candidate has an emotional attachment to the people, he or she can connect with the population on a personal level and understand the problems they face in their daily lives. For example, a candidate who has grown up in a poor neighborhood and has experienced poverty and lack of opportunity in his or her own life is more likely to understand the difficulties of citizens living in similar circumstances. This understanding can help the candidate develop policies that effectively address the population's needs and build trust and credibility among voters.

A lack of emotional attachment to people can negatively affect a candidate's leadership ability. If a candidate does not have a deep understanding of the needs and concerns of the population, he or she may have difficulty motivating and leading the people. An effective political leader must be able to inspire the people and mobilize them toward common goals. If a candidate does not have an emotional attachment to the people, he or she may not be able to do so and may lack the charisma and passion necessary to lead successfully.

A candidate without emotional attachment to the people may also be vulnerable to criticism and distrust from the population.

What do the Studies on the subject say?

- **Hunter College Center for Puerto Rican Studies:** found that candidates who had a strong emotional attachment to the Puerto Rican population were perceived as more authentic and trustworthy. This translates into more robust electoral support for these candidates.

- **Mark Penn/Stagwell's study:** found that candidates who connect emotionally with voters are more likely to be elected. According to the survey, 76% of Puerto Rican voters said they would prefer to vote for a candidate with an emotional attachment to the people.
- **Center for the Study of Democracy at the University of California, Irvine:** found that candidates who generate an emotional connection with voters have a more remarkable ability to mobilize them to action.

In closing, we must share four examples of Puerto Rico's Governors who have had a strong emotional attachment to the people:

1. **Luis Muñoz Marín (PDP):** Considered the "Father of the Commonwealth," he was the first democratically elected governor of Puerto Rico. During his administration in the 1950s and 1960s, Muñoz Marín promoted social and economic reforms that improved the quality of life of Puerto Ricans, including the creation of the *manos a la obra* program and the construction of housing. His charisma and commitment to the population's welfare earned him strong support and a legacy as one of the most beloved governors in Puerto Rico's history.
2. **Rafael Hernández Colón (PDP):** Hernández Colón was governor of Puerto Rico on three occasions during the 1970s and 1980s. He was known for his ability to connect with the population and his charismatic oratory. During his term, he focused on issues such as education, health, and job creation and promoted policies that improved the quality of life of Puerto Ricans.
3. **Pedro Rosselló (PNP):** Rosselló was governor of Puerto Rico twice during the 1990s and 2000s. During his administration, he promoted economic and development reforms and led projects such as the construction of the Urban Train. Despite the criticism he received for his authoritarian and distant leadership style, Rosselló maintained strong support among NPP voters and is considered one of the most influential governors in Puerto Rico's history.
4. **Ricardo Rosselló (PNP):** was elected governor of Puerto Rico in 2016. During his election campaign, he focused on issues such as the fight against corruption and job creation. Although his term was controversial and faced massive protests, Rosselló maintained strong support among NPP voters and those who valued his commitment to the island's economic development. However, he could not finish his term because of the crisis of a chat among his closest advisors circulated to the press.

In conclusion, these four examples demonstrate that having a strong emotional attachment to the Puerto Rican people is an essential factor in the electoral success and legacy of Puerto Rico's governors or any other elected position, regardless of their political affiliation.

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