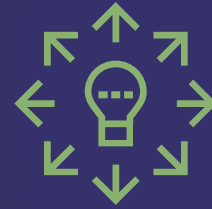


BRIDGE *The* GAP



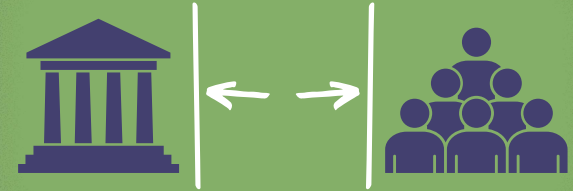
KNOWN MORE FOR WHAT
THEY ARE AGAINST THAN
WHAT THEY ARE *FOR*.



**MOLDABLE
SCALABLE
APPLICABLE**

WHAT DOES YOUR ORGANIZATION
WANT TO BE KNOWN *FOR*?

WHAT IS LOCAL GOVERNMENT
KNOWN *FOR*?



IDENTIFY THE GAP

WHAT WE
ARE KNOWN
FOR | ← → | WANT TO
BE KNOWN
FOR

IDENTIFY THE GAP


Step 1. **DISCOVER** WHAT YOU
ARE KNOWN *FOR.*

 **WE LIVE
HERE TOO.**

IDENTIFY THE GAP

**WHAT WE
ARE KNOWN
FOR** 

**WANT TO
BE KNOWN
FOR**

IDENTIFY THE GAP

Step 2. **DETERMINE** WHAT YOU WANT TO BE KNOWN *FOR.*

- PUT IN THE WORK
- FIND YOUR VALUES
- CONSULTATION

IDENTIFY THE GAP

Step 1. **DISCOVER** WHAT YOU ARE KNOWN *FOR.*

- ESTABLISH RELATIONSHIPS

IDENTIFY THE GAP

Step 1. **DISCOVER** WHAT YOU ARE KNOWN *FOR.*

- ESTABLISH RELATIONSHIPS
- SURVEYS / ASSESSMENTS
- PUBLIC FORUMS
- WORD OF MOUTH

IDENTIFY THE GAP


Step 2. **DETERMINE** WHAT YOU
WANT TO BE KNOWN
KNOWN *FOR.*

 **IDENTIFY THE GAP**

**WHAT WE
ARE KNOWN
FOR** | ← → | **WANT TO
BE KNOWN
FOR**

WHO ARE YOU FOR?

→ 3 CATEGORIES

HOW ARE YOU FOR?

WHO ARE YOU FOR?



FOR JACKSON, FOR FUTURE, FOR YOU.



FOR JACKSON, FOR FUTURE, FOR YOU.

COMMUNICATIONS OUTLINE:

- INFORMATION (WHAT WE ARE DOING) - FOR JACKSON
- EDUCATION (HOW WE DO IT) - FOR FUTURE
- RELATION (WHY WE DO IT) - FOR YOU

HOW ARE YOU FOR?



- COMMUNICATION
- COURSES (CITIZENS ACADEMY)
- MUNICIPALITY MEETINGS
- SERVICE PROJECTS

WHO ARE YOU FOR?



THE CITIZEN

HOW ARE YOU FOR?



- COMMUNICATION

HOW ARE YOU FOR?



- COMMUNICATION
- COURSES (CITIZENS ACADEMY)

HOW ARE YOU FOR?



- COMMUNICATION
- COURSES (CITIZENS ACADEMY)
- MUNICIPALITY MEETINGS
- SERVICE PROJECTS
- SOCIAL MEDIA

WHO ARE YOU FOR?



THE CITIZEN



THE STAFF

HOW ARE YOU FOR?

 THE STAFF

- CLARIFYING VISION/PURPOSE

“PEOPLE WILL FOR A **WHAT**,
BUT THEY WILL GIVE THEIR
LIVES FOR A **WHY**.”

- CRAIG GROESCHEL -

WHO ARE YOU FOR?



THE CITIZEN



THE STAFF



THE ELECTED OFFICIAL



IT STARTS AT HOME

CLEAR VISION

=

CLEAR PURPOSE

HOW ARE YOU FOR?

 THE STAFF

- CLARIFYING VISION/PURPOSE
- INTENTIONAL ENGAGEMENT

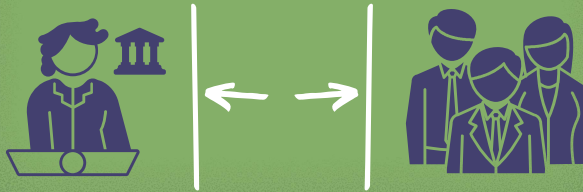
WHO ARE YOU FOR?

 THE ELECTED OFFICIAL

- COMMISSIONERS
- CONSTITUTIONALS
- STATE/FEDERAL REPS.

WHO ARE YOU FOR?

 THE ELECTED OFFICIAL



INVEST!
IN YOUR "YES"


**MEDIA
OPPORTUNITIES**

 **CONSTANT CONTACT**

HOW ARE YOU FOR?

 THE ELECTED OFFICIAL

- **SUPPORT**

**RESPECTING RANKS,
REINFORCING RELATIONSHIPS.**

HOW ARE YOU FOR?

 THE ELECTED OFFICIAL

- **SUPPORT**
- **TRANSPARENCY**
- **ENGAGEMENT**

HOW ARE YOU FOR?

 THE ELECTED OFFICIAL

- **SUPPORT**
- **TRANSPARENCY**
- **ENGAGEMENT**
- **EDUCATION**

MANAGE YOUR EXPECTATION

EXAMPLES OF **SUCCESS**

- **ADVOCACY AND SUPPORT**
- **CIVIC ENGAGEMENT**
- **SOCIAL MEDIA**
- **BOOST IN STAFF MORALE/CULTURE**
- **IMPROVED RELATIONS WITH ELECTED OFFICIALS**