

Local Gov 2030 Convening Two
Phoenix, Arizona,
1/27/24

THE COMMUNICATIONS CONTINUUM

THE ART OF PUBLIC SERVICE



TAKE ONE

TAKE TWO

TAKE THREE

ALL LOCAL
GOVERNMENT
EMPLOYEES ARE
COMMUNICATORS.

WHAT WE KNOW TO BE TRUE

Everyone in your org is communicating the message whether you're aware of it

We are public servants but we are also the employers

Current model isn't working for us

Continued decline in public trust

Sporadic To low engagement

Misunderstanding of what we do as local governments

Everything we do is reactive and transactional

OUR ASSERTION

If we give everyone the **tools** to be communicators in their role, they will better **trust** and have internal **pride** in the organization.

This renewed sense of purpose will make us **force multipliers** in building public trust in local government.

FIRST,
EQUITY

THINK ABOUT
A SPECTRUM OF
ENGAGEMENT

START WITH
YOUR STAFF
and internal
organization

OUR PATH FORWARD

Short term : 0 – 1 Yr

Opportunities and Platforms through Associations and Ac.

Inward Pride and Outward Trust

Intentionally Elevate Informal Communication

Reinforce Importance of Shared Values & Organizational Culture

Medium Term : 1 – 3 yrs

Identify Core Competencies

Pilot Programs

Research

Long term : 3 – 6 yrs

Training Program with Implementation Arc

Pilots and Research

WHAT WE NEED FROM YOU

Academics

- Connection practitioners to existing resources
- Lend credibility
- Link existing research on culture, communication, and emotional intelligence to local government
- Validate assertion from practitioners

Professional Associations

- Lend credibility
- Reconsider applicability of existing structures
- Package and market
- Create a conference track

The local government professional is a(n)...

DATA SCIENTIST ADVOCATE ANALYST
GRAPHIC DESIGNER STRATEGIST
RECORD-KEEPER
TECHNICIAN WRITER ENGINEER SERVANT
INSPECTOR MANAGER MARKETER
EXPERT FIRST RESPONDER LEADER
STORYTELLER

KEEP TELLING YOUR
STORIES