

# TTT MOLDABLE SCALABLE APPLICABLE

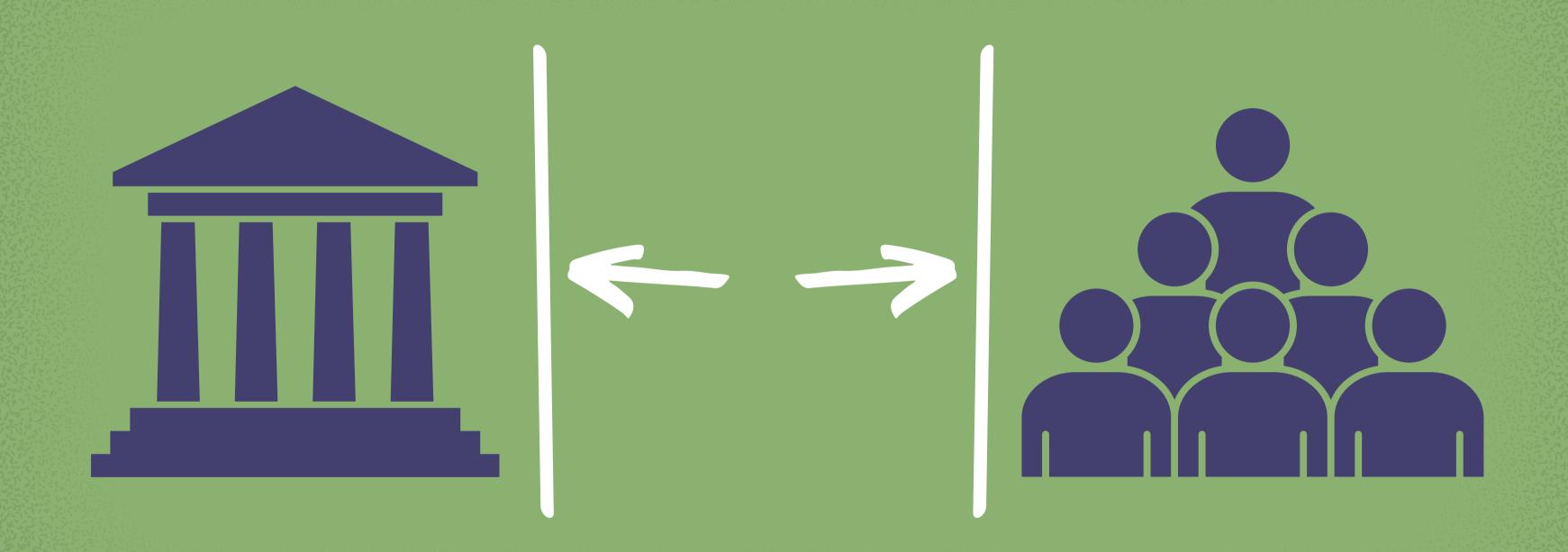
# BRIDGE The GAP

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

## WHAT IS LOCAL GOVERNMENT KNOWN FOR?



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





WHAT WE

ARE KNOWN

FOR

WANT TO

BE KNOWN

FOR



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

• ESTABLISH RELATIONSHIPS



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

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

ARE KNOWN
FOR

WANT TO BE KNOWN
FOR



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

- PUT IN THE WORK
- FIND YOUR VALUES
- CONSULTATION

WHAT WE ARE KNOWN FOR

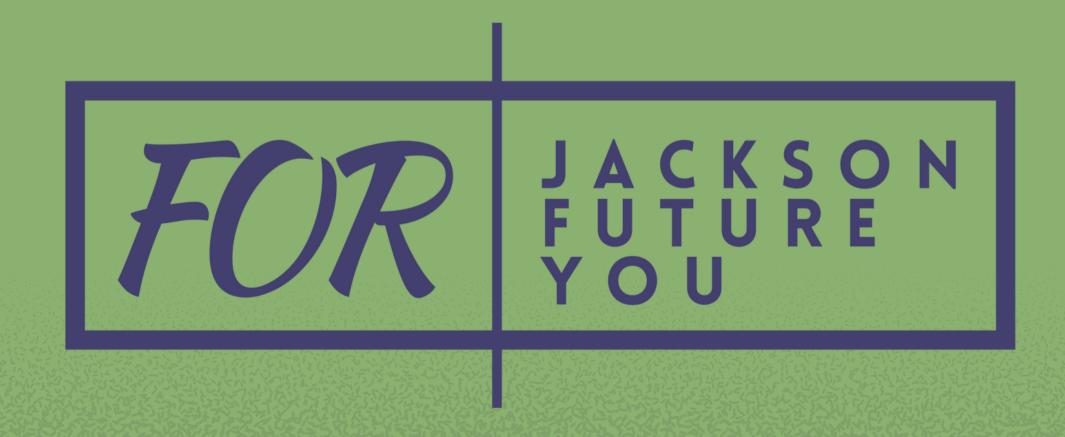
# WHO ARE YOU FOR? 3 CATEGORIES



#### 3 THE CITIZEN



#### FOR JACKSON, FOR FUTURE, FOR YOU.





• COMMUNICATION

#### 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) FORYOU



- COMMUNICATION
- COURSES (CITIZENS ACADEMY)



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



- COMMUNICATION
- COURSES (CITIZENS ACADEMY)
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- SOCIAL MEDIA





# (F) IT STARTS AT HOME



• CLARIFYING VISION/PURPOSE

## CLEAR VISION

#### CLEAR PURPOSE

# "PEOPLE WILL FOR A WHAT, BUT THEY WILL GIVE THEIR LIVES FOR A WHY."

- CRAIG GROESCHEL-



- CLARIFYING VISION/PURPOSE
- INTENTIONAL ENGAGEMENT





THE ELECTED OFFICIAL



- COMMISSIONERS
- CONSTITUTIONALS
- STATE/FEDERAL REPS.

THE ELECTED OFFICIAL









• SUPPORT



## RESPECTING RANKS, REINFORCING RELATIONSHIPS.

# MEDIA J OPPORTUNITIES



- SUPPORT
- TRANSPARENCY
- ENGAGEMENT





- SUPPORT
- TRANSPARENCY
- ENGAGEMENT
- EDUCATION

# YOUR EXPECTATION

#### EXAMPLES OF SUCCESS

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