





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*.**





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.*

IDENTIFY THE GAP

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

- **ESTABLISH RELATIONSHIPS**



**WE LIVE
HERE TOO.**

IDENTIFY THE GAP

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

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

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
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

**WHAT WE
ARE KNOWN
FOR**



**WANT TO
BE KNOWN
FOR**

WHO ARE YOU *FOR*?

→ 3 CATEGORIES

HOW ARE YOU *FOR*?

WHO ARE YOU *FOR*?



THE CITIZEN

WHO ARE YOU FOR?



THE CITIZEN

FOR JACKSON, FOR FUTURE, FOR YOU.

FOR

JACKSON
FUTURE
YOU

HOW ARE YOU *FOR*?



- **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)** - *FOR YOU*

HOW ARE YOU *FOR*?



THE CITIZEN

- **COMMUNICATION**
- **COURSES (CITIZENS ACADEMY)**

HOW ARE YOU *FOR*?



THE CITIZEN

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

HOW ARE YOU *FOR*?



THE CITIZEN

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

WHO ARE YOU *FOR*?



THE CITIZEN



THE STAFF



IT STARTS AT HOME

HOW ARE YOU *FOR*?

 THE STAFF

- **CLARIFYING VISION/PURPOSE**

CLEAR VISION



CLEAR PURPOSE

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

- CRAIG GROESCHEL -

HOW ARE YOU *FOR*?



- **CLARIFYING VISION/PURPOSE**
- **INTENTIONAL ENGAGEMENT**

WHO ARE YOU *FOR*?



THE CITIZEN



THE STAFF



THE ELECTED OFFICIAL

WHO ARE YOU *FOR*?



THE ELECTED OFFICIAL

- **COMMISSIONERS**
- **CONSTITUTIONALS**
- **STATE/FEDERAL REPS.**

WHO ARE YOU FOR?

 THE ELECTED OFFICIAL



HOW ARE YOU *FOR*?

 THE ELECTED OFFICIAL

- **SUPPORT**

INVEST!

IN YOUR “YES”

**RESPECTING RANKS,
REINFORCING RELATIONSHIPS.**

MEDIA OPPORTUNITIES

HOW ARE YOU *FOR*?



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



CONSTANT CONTACT

HOW ARE YOU *FOR*?



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

MANAGE

YOUR

EXPEC

TATION

EXAMPLES OF **SUCCESS**

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