

Manage Expectations



CHRISTINA BENTY
STRATEGIC LEADERSHIP SOLUTIONS

**AND communicate strategically with the
council and the public**

YOU CAN'T NOT COMMUNICATE!



FAILURE TO
COMMUNICATE
IS STILL
COMMUNICATION

INTENTION



Dear Government,

**WE DON'T
TRUST YOU**

- Builds awareness
- Creates capacity
- Improves trust

WHY COMMUNICATE?



We can't afford to ignore

Our co-created reality

WHY COMMUNICATE?

I don't want to
pay more taxes



Cost of
service



Willingness
to pay



I want more
services



WHAT TO EXPECT WHEN YOU ARE COMMUNICATING



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TOP 10 TIPS

10. EXPECT TO GO TO THE PEOPLE



‘CAUSE
THEY WON’T
COME TO
YOU!

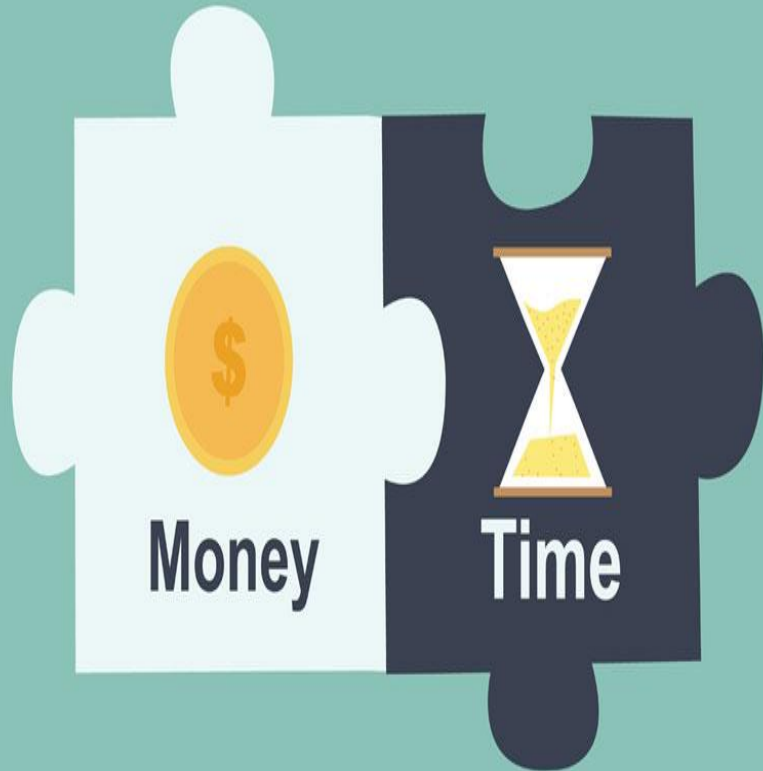
9. EXPECT TO USE EVERY CHANNEL



NO “THING” WORKS
BUT
EVERYTHING WORKS
WHEN YOU
WORK IT



8. EXPECT IT TO TAKE RESOURCES



WHO
NEEDS
TO
KNOW?

7. EXPECT TO LISTEN



- INFORM
- INVOLVE
- EMPOWER

6. EXPECT TO BE CONSISTENT

I exercised once, but found I was allergic to it. My skin flushed and my heart raced. I got sweaty and short of breath. Very dangerous.



CONSISTENCY
NOT
INTENSITY

5. EXPECT TO BE CLEAR



WHEN YOU
CONFUSE PEOPLE,
YOU LOSE PEOPLE

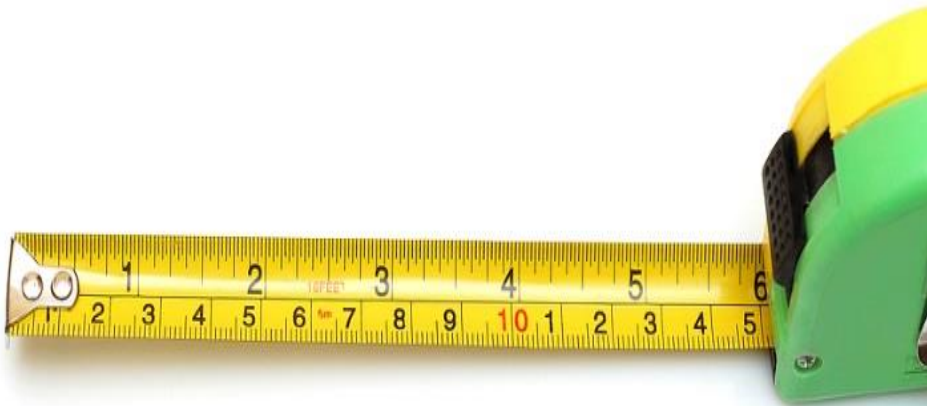
5. EXPECT TO BE CLEAR



NO JARGON
SHORT
SIMPLE
EASY

BRAG ON

SUCCESS



- We want to maintain reliable, quality services
- We want to protect the health and safety of our residents
- We want to extend the life of our existing infrastructure
- AND if we start now, we will save more in the future

4. EXPECT TO BE CURIOUS



CONTENT
VS
CONTEXT

3. EXPECT PEOPLE TO BE DISAPPOINTED



“I KNOW THIS IS
HARD TO HEAR...”

2. EXPECT TO BE THE LEADER



GOOD
LEADERSHIP
STARTS WITH
GOOD
COMMUNICATION

1. EXPECT IT TO BE MESSY



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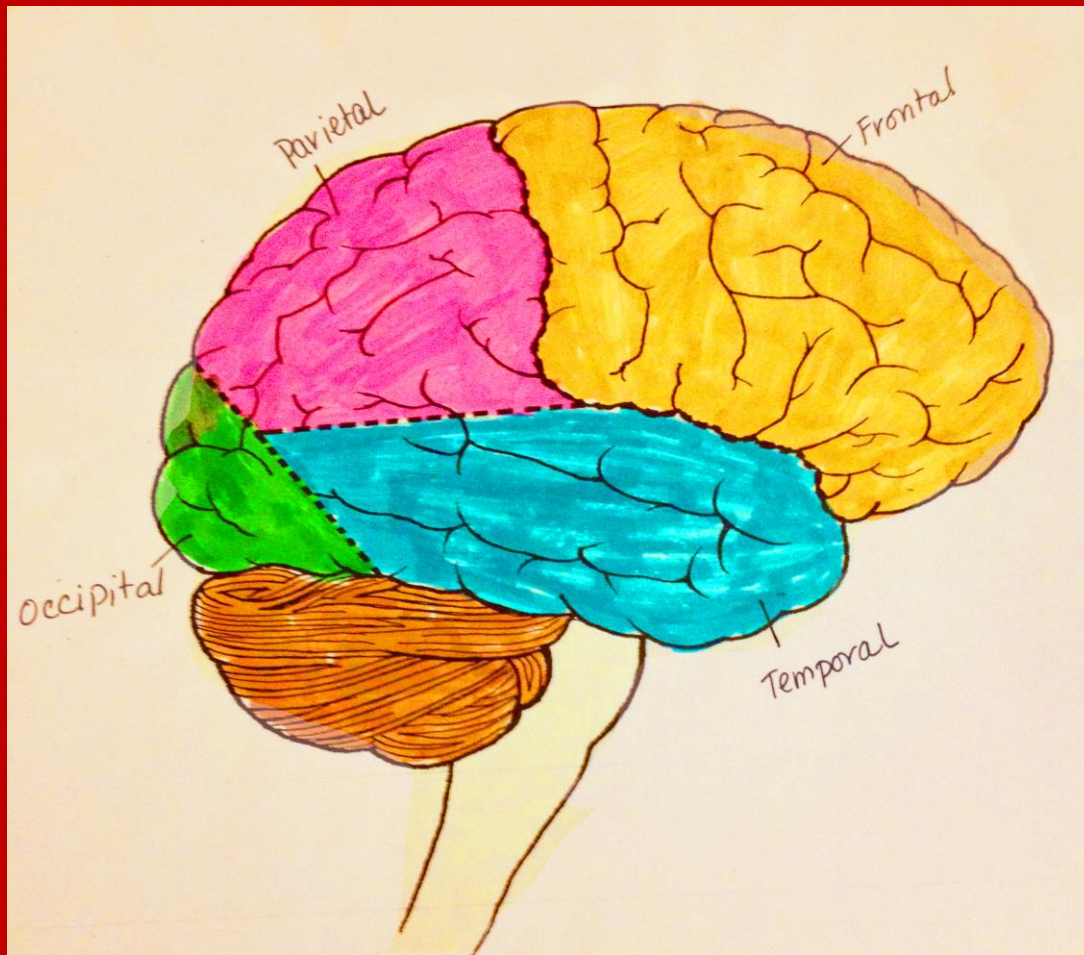


IF YOU'RE
NERVOUS,
FOCUS ON
SERVICE

AND HERE IS THE BONUS...

IF YOU GET NERVOUS,
BLAME IT ON THE _____

AND IF YOU GET NERVOUS...



BLAME IT ON THE BRAIN

TURNING TO ONE ANOTHER



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- Citizens vs consumers
- Change agents vs Piranhas
- Resources vs bundles of need

TURNING TO ONE ANOTHER

Ask 'What's possible?' not 'What's wrong?' Keep asking.

Notice what you care about. Assume that many others share your dreams.

Be brave enough to start a conversation that matters.

Talk to people you know. Talk to people you don't know. Talk to people you never talk to.

Be intrigued by the differences you hear. Expect to be surprised.

Treasure curiosity more than certainty.

Invite in everybody who cares to work on what's possible.

Acknowledge that everyone is an expert about something.

Know that creative solutions come from new connections.

Remember, you don't fear people whose story you know.

Real listening always brings people closer together.

Trust that meaningful conversations can change your world.

Rely on human goodness.

Stay together.

(Wheatley, 2002, p. 166)

THANK YOU

[illegible]