

# How Council Can Manage Expectations



**CHRISTINA BENTY**  
STRATEGIC LEADERSHIP SOLUTIONS

**AND Successfully Communicate their  
Strategic Decisions to the Public**

# YOU CAN'T NOT COMMUNICATE!



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FAILURE TO  
COMMUNICATE  
IS STILL  
COMMUNICATION

# How Council Can Manage Expectations



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# INTENTION



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Dear Government,

**WE DON'T  
TRUST YOU**

- Builds awareness
- Creates capacity
- Improves trust

# 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

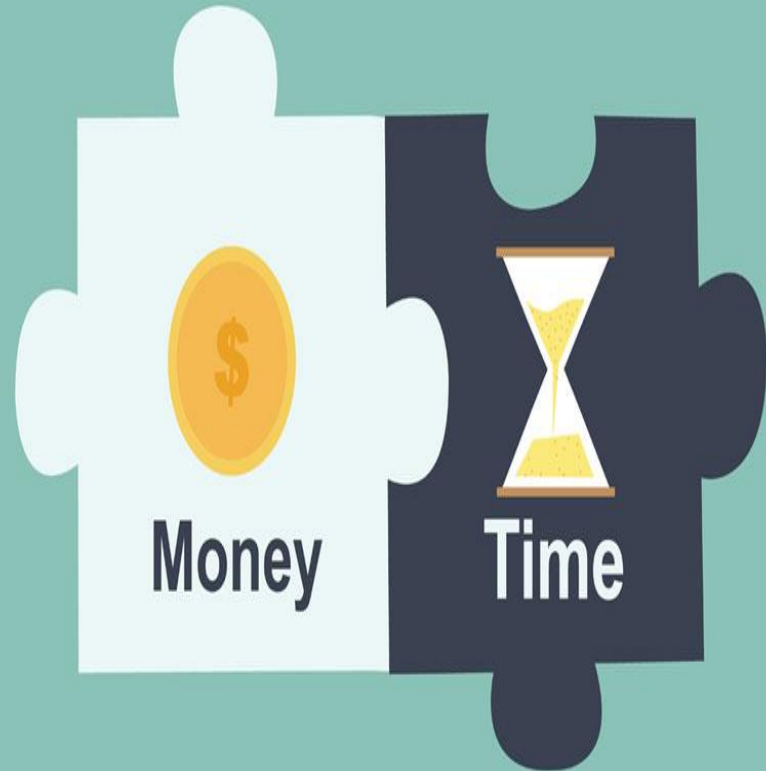


NO "THING" WORKS  
BUT  
EVERYTHING WORKS  
WHEN YOU  
WORK IT

# 8. EXPECT IT TO TAKE RESOURCES



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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



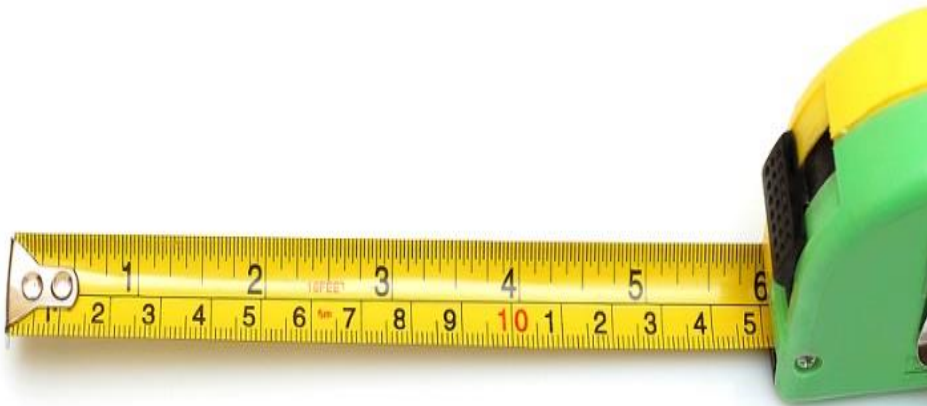
# 5. EXPECT TO BE CLEAR



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

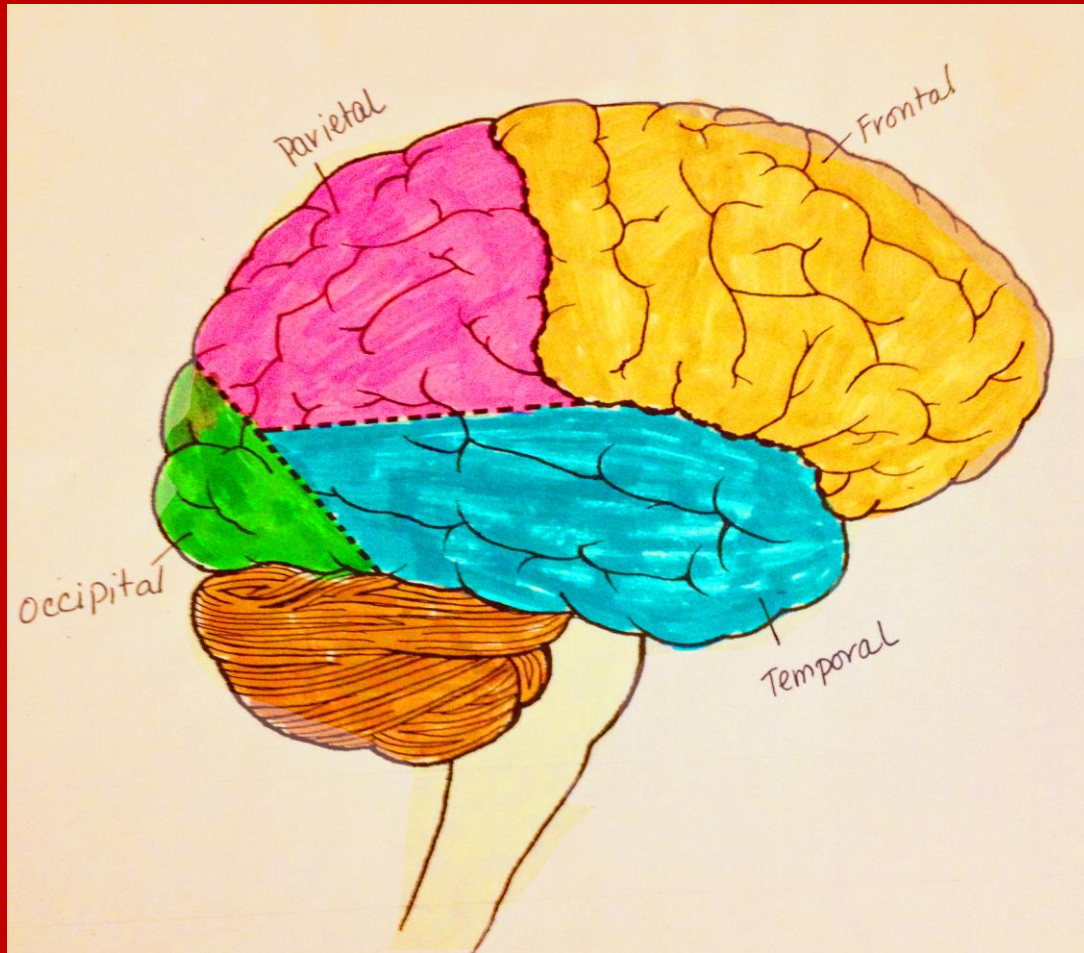


IF YOU'RE  
NERVOUS,  
FOCUS ON  
SERVICE

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)

