



W C M A

WISCONSIN

CITY/COUNTY MANAGEMENT

A S S O C I A T I O N



**Clarity of WHY:**

**Discipline of HOW:**

**Consistency of WHAT:**

Credit: Simon Sinek

The intrinsic sense of fulfillment that we gain from doing work that has

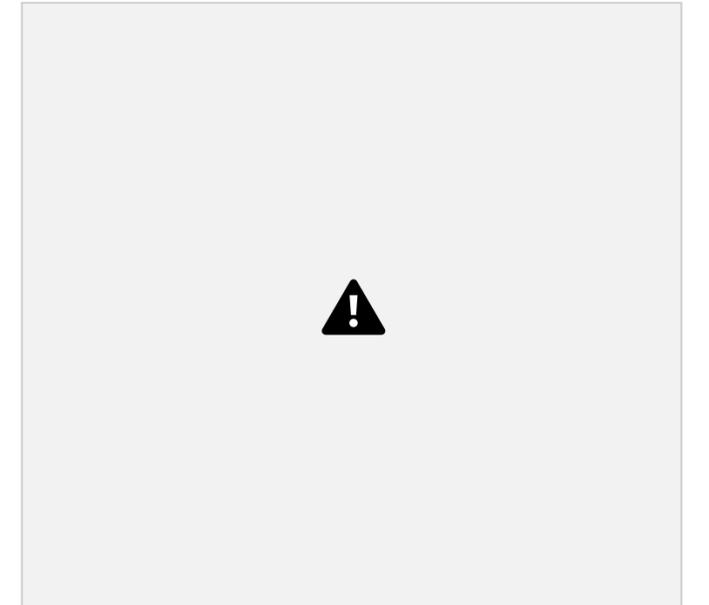
meaning and creates  
impact.

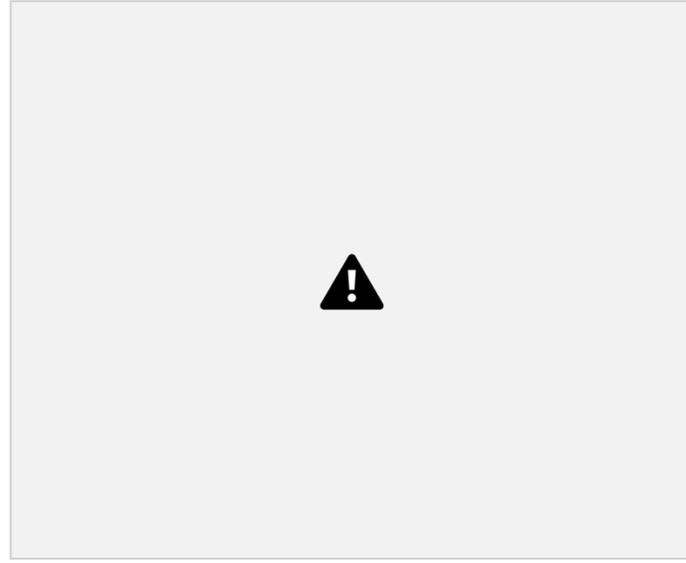
*When all else fails,*

***LEAD!***









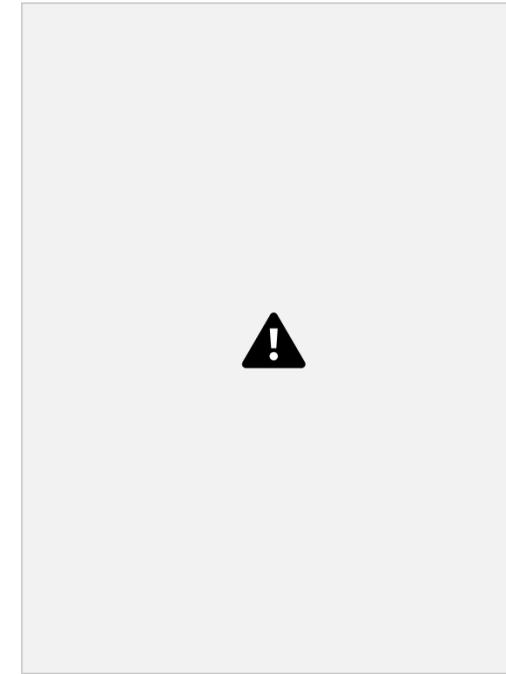
 Vision

 Culture

 Purpose



 Values



EMPATHY

 SERVICE

 PARTNERSHIP 

COMMUNICATION  INNOVATION

 EXCELLENCE

- Why do you do what you do?

- What impact are you trying to make through your work, your leadership, or your organization?
- Which “foundation” of purpose resonates most with you and why?

*STRATEGIC*





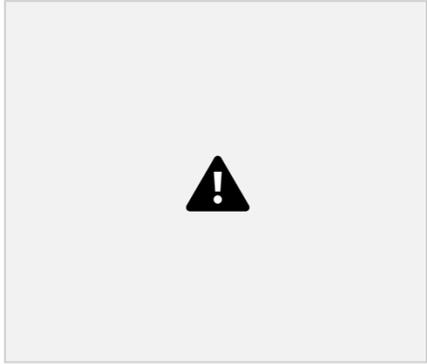


What if we all just.....WORKED  
TOGETHER?





Chamber of  
Commerce



Main  
Street

Tourism

- Proactively **BUILD AND INVEST** in relationships •

**Connect** FIRST on **personal level**, then business •

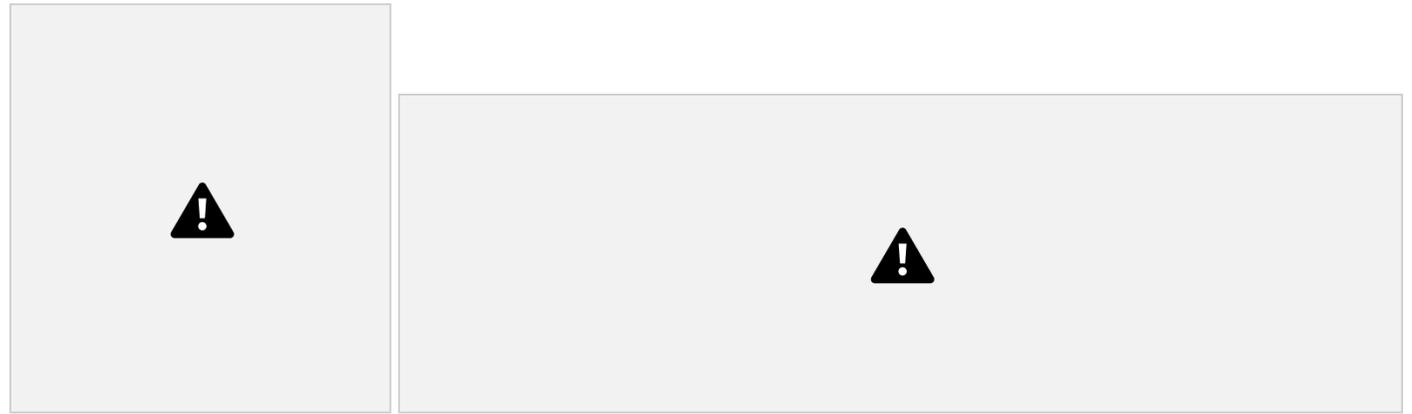
Lead **WITH** Humility, Vulnerability, Courage

- **Shift** from having the **answers** TO asking the right questions

- *Align* through **common purpose, vision, goals, values**
- High Quality Connections

***ENGAGEMENT***

*DIXON*





- **Proactively** tell your **STORY** and **MEET** people where they are
- Consistent **COMMUNICATION** builds **TRUST**

- Diverse voices **STRENGTHEN** the future
- Engagement creates **OWNERSHIP**
- Empowered communities shift **RESIDENTS** to **STAKEHOLDERS**

*Building on*

*Strengths/Enhancing Quality of Life*



# COMMUNITY STRENGTHS



Natural Assets (Rivers, lakes, parks, trails)



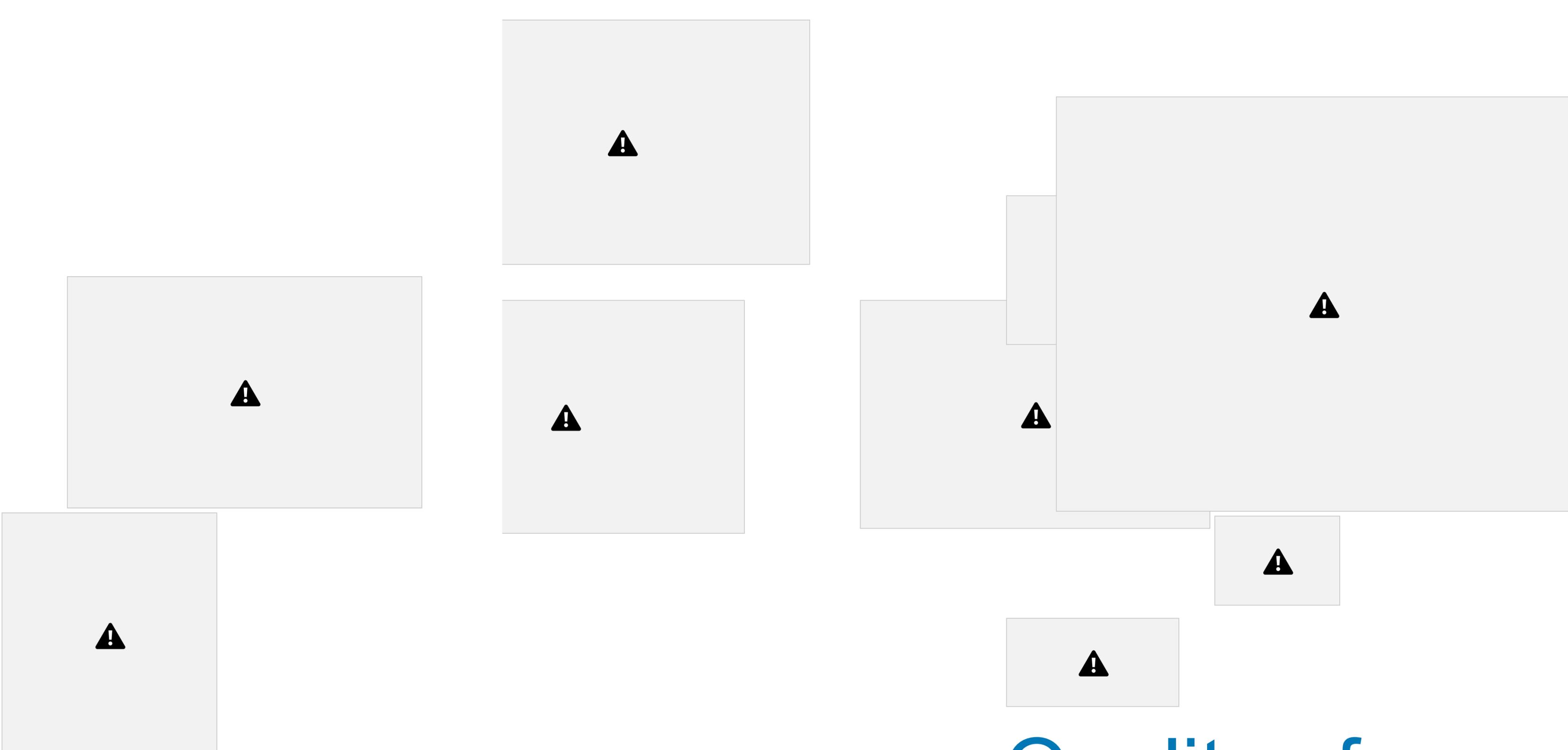
Businesses, Jobs

 Unique History

 Geographic Location, Climate  Schools, Universities, Hospital Network

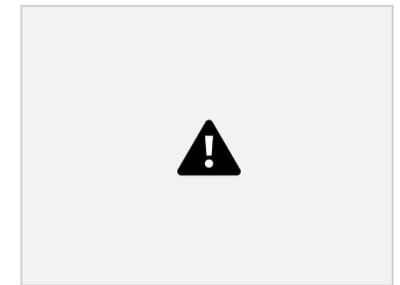
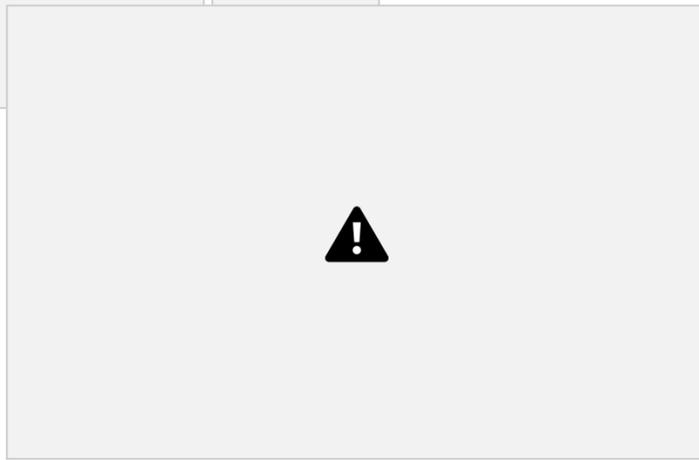
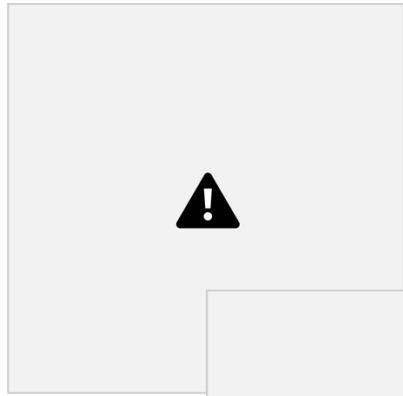
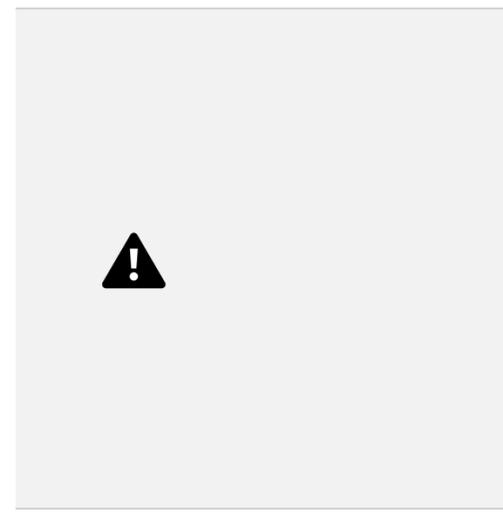
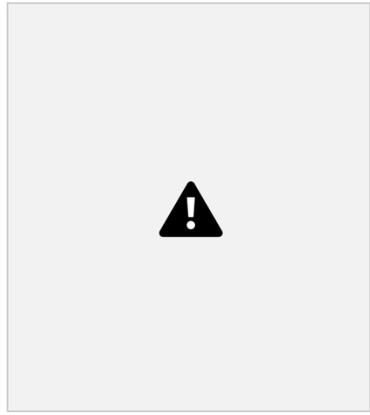
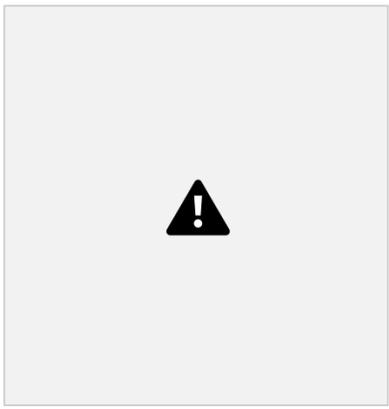
 Public Infrastructure, Diverse Housing  Shopping

 Restaurants, Breweries, Wineries  Civic Pride, Volunteers  Leadership,  
Strategic Partnerships



Quality of

Life



- What are your communities top 2 **QUALITY OF LIFE** features?

(Think: Safety, schools, parks, cost of living, access to nature, vibrancy, events...)

- What are your top 2 **COMMUNITY STRENGTHS**?

(Think: Local assets, culture, geography, economy, people, history,

- On a scale of 1 - 5, how are you leveraging each? •

What's one idea to leverage them more?

**2 MINUTES:**

*Share top 2 in each category with your neighbor &  
one idea to better leverage them.*

**Don't underestimate the power of what  
you already have.**

That's where greatness begins.





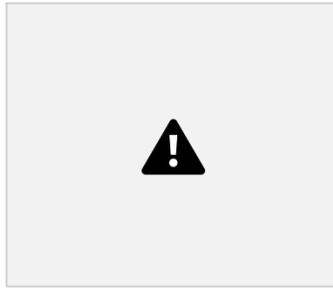
Federal

Local

Government



Flywheel





Local

Government



Flywheel





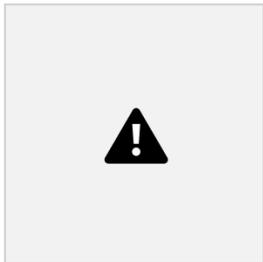




CELEBRATION - Honor



the wins, BIG and SMALL





CELEBRATION - Honor



the wins, BIG and SMALL RECOGNITION - Show



PEOPLE they MATTER



CELEBRATION - Honor



the wins, BIG and SMALL RECOGNITION - Show

PEOPLE they MATTER

 PARTNERSHIP - Share the MOMENTS that  
make people BELIEVE





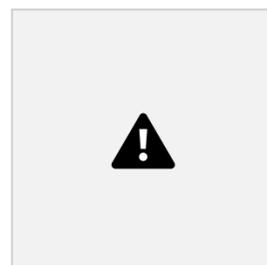
CELEBRATION - Honor



the wins, BIG and SMALL RECOGNITION -  
Show PEOPLE they MATTER



PARTNERSHIP - Share the MOMENTS that  
make people BELIEVE



CLARITY - Remind THEM why it MATTERS

*“There is no place we can  
make a greater impact than in  
our local community.”*

*Guard the Embers*

*Feed the Fire*

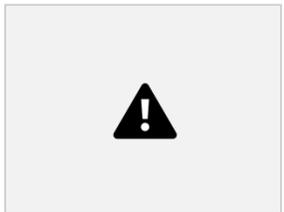
*Light the Skies*

*“The ENEMY of*

*GREAT is*

# GOOD”

Jim Collins - “Good to Great”



*Join the Leadership  
Excellence Community  
Today!*



**"TOP 40" THOUGHT LEADER**

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