

**Internal
&
External**

My boss told me to have a good day... so I went home.

Internal MUST Come First!!

- Elected Officials
- Career Staff
- Volunteers

Everyone has a role in BOTH developing AND communicating our WHY?

The LFD3 Way...

Mission: Increase world's wellbeing.

Values: 1. Be respectful and professional in our community and beyond in our field, when possible in emergency circumstances, prevention, and response.


Values: Compliance: Be ethically, legally, and when challenged, or face: **Chastity:** Be precise and exactly as the public want. **Compass:** To do what's right, no matter what. **Compassion:** The services we encounter without prejudice.

Compliance: To respect and support every member of our team.

Calling: Principles:


- **Support:** is what makes us... Nothing important is accomplished alone and some success is shared.
- **Accountability:** is commitment and modest, not a title or position.
- **Our leaders are accessible and accessible, guiding others in a transparency and understanding with clearly defined expectations that are consistently consistent and fair.**
- **Support:** we make most used up, unless available country, could you confidently not about it will be supported?
- **If there is a policy, follow it. If it doesn't work, best practice then re-evaluating.**
- **If there is a policy that has been part of best practice needs, 100% OK.**
- **If there is a policy or practice or idea, and you have ideas, please don't take the feedback of your peers or leaders, THEN take a four star in developing the needed policy or practice.**
- **If there is a policy, practice or idea, please don't give feedback and information for others to not know your idea, THEN share your experience so the team can all have a guide to follow.**
- **Being happy is what happens to us, not a goal. Being happy DOESN'T BE a learning goal, and should be monitored as a focus of our work, because they do.**
- **Mistakes are inevitable. Without them, we would never learn the wrong way to do something, but don't waste the experience by being a repeating a mistake.**

THEN
we can begin to look




Outside...

HOW?




**Do we know what they REALLY want or need?
&
Are there ways to find out or confirm?**




There's great risk in
Miscommunication
&
Missed Expectations

Customer Service at it's best?



"I'm not saying that the customer service in my bank is bad, but when I went in the other day and asked the clerk to check my balance ... she leaned over and pushed me."

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"...and 65% said we could improve our customer service by going out of business."

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CUSTOMER SERVICE



FOR THE THIRD TIME, THAT'S NOT MY CONFIRMATION NUMBER! AGAIN, IT'S "K" AS IN "KNIGHT," "G" AS IN "GNIU," "P" AS IN "PSYCHOLOGY..."

Maybe What We Really Need Are...

Partners

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"We're a Limited Partnership. We're limited by Allen's pessimism, Elizabeth's abrasive personality, and Dave's refusal to work weekends."



You told me you'd spend your whole life trying to make me happy.

I didn't expect to live this long.

© Original Artist

Equity

- 1. Ownership
- 2. Fair and Impartial Treatment

How Do We “Build Equity”?

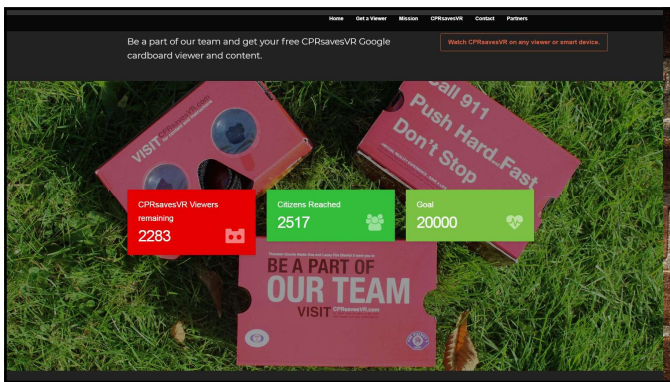
- 1. Seek Input
- 2. Engage with the Community
- 3. Develop Partnerships
- 4. Embrace the “Abuse”

Getting Input...

- 1. Station Visits
- 2. HOAs
- 3. Citizens Committees
- 4. Partner Agencies

Engagement and Partnerships...

1. Show Up
2. Leverage Media of All Types
3. Over-Share
4. Be Creative



About that "Abuse" ...

1. Set the Tone
2. Be an Advocate
3. Own & Address Failures
4. Celebrate Successes

**One Thing is Required for
Customers & Partners....**

Trust

TRUST ME I'M A LAWYER
ALMOST

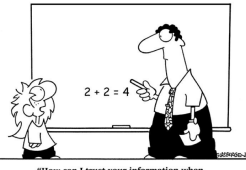
Let's

TRUST ME I'M AN ECONOMIST

NOT

TRUST ME, I'M AN ENGINEER

Screw it Up!



"How can I trust your information when you're using such outdated technology?"

Thank You!

**Any Questions, Comments,
or Snide Remarks?**

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