Removing The Cloak Of Invisibility:
Managing Your Leadership “Brand” To Advance Your Department Goals And Career Path
Raising Awareness Of Public Works

Does the public even KNOW what you do?

VITAL SERVICES

Protecting the health and safety of the community so that the public can thrive.
Without Public Works

Never Lose Sight Of Your Purpose
Why Promote Your Value?

- Public works operates in a political arena where there is resource scarcity.
- There is ALWAYS competition for resources to provide quality services.

Why Promote Your Value?

Typically, the squeaky wheel gets the grease.
Why Promote Your Value?

Demonstrating your value helps city and community leadership understand the importance of your services.

Raising awareness is KEY.

Public Works Department Brand

In a crowded political landscape, with scarce resources, your Department brand means everything.
Branding Definition

Branding is a set of marketing and communication methods that helps to distinguish an organization from competitors, aiming to create a lasting impression in the minds of stakeholders.

Small Group Discussion

In small groups, answer this question:

Agree on three brands that a) are recognizable and b) you admire. Be prepared to answer why and share out with the group.
Creating A Culture Of Excellence

- Bring In The Right People, And Make A Commitment To Nurture And Grow Those People
- Commonality Of Purpose: Your Mission
- Setting Clear Standards And Expectations And MONITORING Those Standards
Not Settling For Good Enough

Attracting Qualified Employees

Public Works is NOT private industry.

Civil service needs an ALTERNATIVE vision.
Attracting Qualified Employees

- A Strong Recruitment Program
- Excellent Training Program
- Proactive Mentoring Program
- Understanding The Needs Of The Younger Generations

Attracting Qualified Employees

- Pathways To Success
- Opportunities For Promotion
- Flexibility
- Job Satisfaction/Service-Orientation
Distinguishing Your Department

- Building And Safety
- Capital Improvement Projects
- Engineering Services
- Sewage/Wastewater
- Street Services
- Traffic And Transportation Planning

Small Group Discussion

In small groups, name five key strengths that differentiate your Department and share an example that backs up these observations.
Communicating Your Brand

- Catchy Slogan And Theme Creation
- Enhanced User Friendly Website
- Emails (For Construction Updates/Road Work)
- Social Media Exclusively For Public Works

Communicating Your Brand

- Media Outreach
- Community Events (Groundbreakings, Ribbon Cuttings)
- Sponsoring Events (Recycling)
- Internal/External Newsletters And Annual Reports
Here we go

PUBLIC WORKS

Building & Safety
Protects public health, safety, and welfare in building construction through enforcement of state and local building codes and regulations.

Capital Improvements/Parks & Trails Planning
Administers public projects, including the rehabilitation of existing infrastructure, and the design and construction of new roads, bridges, public facilities, parks, trails, and other improvements that enhance the City.

Engineering Services
Provides engineering services related to City codes and standards for grading, land subdivision, and construction of public infrastructure for new development projects.

Traffic & Transportation Planning
Plans and manages the City's transportation system to address both immediate and long-range traffic circulation needs.

General Services
Maintains the City's assets including streets, facilities, and vehicle fleet.

- Encroachment Permit
- Land Development
- Potholes
- Request Copies of Plans
- Sewer Spill
- Sewer Odor
- Sidewalk Repairs
- Sign Repairs
- Traffic Concerns
- Weeds/Litter

City of Carlsbad
California

Public Works

Taking good care of streets, the water and sewer systems, and other important infrastructure is one way the City of Carlsbad maintains a quality community. Get information about these services, often referred to as “public works,” in the links below, or use the search feature in the upper left.

- Environmental Programs
- Streets & Traffic
- Storm Water
- Trash & Recycling
- Utilities
- Water
- Wastewater
- Report Problems

Project Updates
- Avenida Encinas Sewer Improvements
- Village projects
The Case For Leadership

The success of Public Works Departments starts with strong, effective leadership.

Your actions affect MILLIONS.

What Is Your Personal Leadership Brand?

How You Look +
How You Speak +
How You Act =

Your Personal Leadership Brand
What Is Your Personal Leadership Brand?

A leadership brand conveys your identity and distinctiveness as a leader.

A Personal Leadership Brand Is Synonymous With Your Reputation

It refers to the way other people see you as a leader.

Are you an expert?
Are you responsive?
Are you trustworthy?
What do you represent?
What do you stand for?
What ideas and notions pop up when someone hears your name?
Question #1

What five positive/strength words define you?

Question #2

What is unique about the way you achieve results?
Question #3

If you were to receive an award, what would it be for?

Question #4

If you could change one thing about yourself, what would it be?
Question #5

What did you learn from the biggest mistake you ever made?

Leadership Brand Exercise

Fill in:

“I want to be known for being
____________________________________
so that I can deliver ____________.”
Managing Your Personal Brand

- What results do you want to achieve in 2019?
- How will you use your personal brand to achieve these results?
- What resources will you use to achieve these results?
- How can you inspire others to help you achieve these results?

Action Plan

- List the three things you will do upon returning to your Department/work to create a culture of excellence.
- List the three things you will do upon returning to your Department/work to raise awareness of your Department’s value.
Action Plan

- List the three things you will do upon returning to your Department work to obtain funding, and attract and retain quality employees.
- List the three things you will do upon returning to your Department/work to deepen your leadership brand.

Time To Remove The Cloak Of Invisibility
And Shine
Thank You!

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