



Strategic Communications

*Strengthen Your Culture
Attract and Retain Employees
Gain Community Support*

**Bill Branson – Performance Consultant
Strategic Business Architects
April 2, 2024**

“Building Healthy Organizations”

RECENT ENVIRONMENTAL SCAN

OUTSIDE TRENDS

- Grant Reductions
- DPHHS Funding
- Health Department Perception
- Small Labor Pool
- Strong Board of Health (Engaged, Diversified)
- Wages Lagging
- Population Growth (Change in Needs)

POLITICAL CLIMATE

- Divided
- Emotionally Charged
- Polarized
- Sensitive
- Elected Leadership
- Post COVID Ramifications
- DEI Sensitivity

ECONOMIC CLIMATE

- Inflation
- High Interest Rates
- Increasing Home Prices
- Inbound Growth/Migration
- No Middle Housing
- Increased Homelessness

INTERNAL TRENDS

- Recent Turnover
- Recent Reorganization
- Retention
- Understand/New Staff
- Retirements
- Highly Educated Staff
- Seasoned Environmental Health Program

CUSTOMER NEEDS

- Air Quality Concerns – Elderly, Young, etc.
- Environmental Health Concerns
- Safety
- Addiction Recovery
- Increasing Homelessness
- Access to Healthy Food
- Access to Resources

TECHNOLOGY FACTORS

- Ubiquitous Internet Access
- Lack of Data Driven
- Fact-based Information
- Outdated Equipment

EMPLOYEE NEEDS

- Flexibility
- Training
- Work Distribution/Balance

UNCERTAINTIES

- Funding
- Staffing
- Legislature/Political
- What to Prepare For Next
- Public Perception

Communication Skills Matter!

Agenda

- 3 Secrets to Increase Your EQ
- 5 Best Practices for Building Trust
- Putting the Communications Maturity Model To Work
- History: Inculcating A Sense of Legacy and Stewardship

IQ AND SUCCESS

How much does IQ factor in on predicting your success?

Original Research 25%

Current Research 10% or less



Competency Perspective

Skill and Knowledge are only the tip of the iceberg.

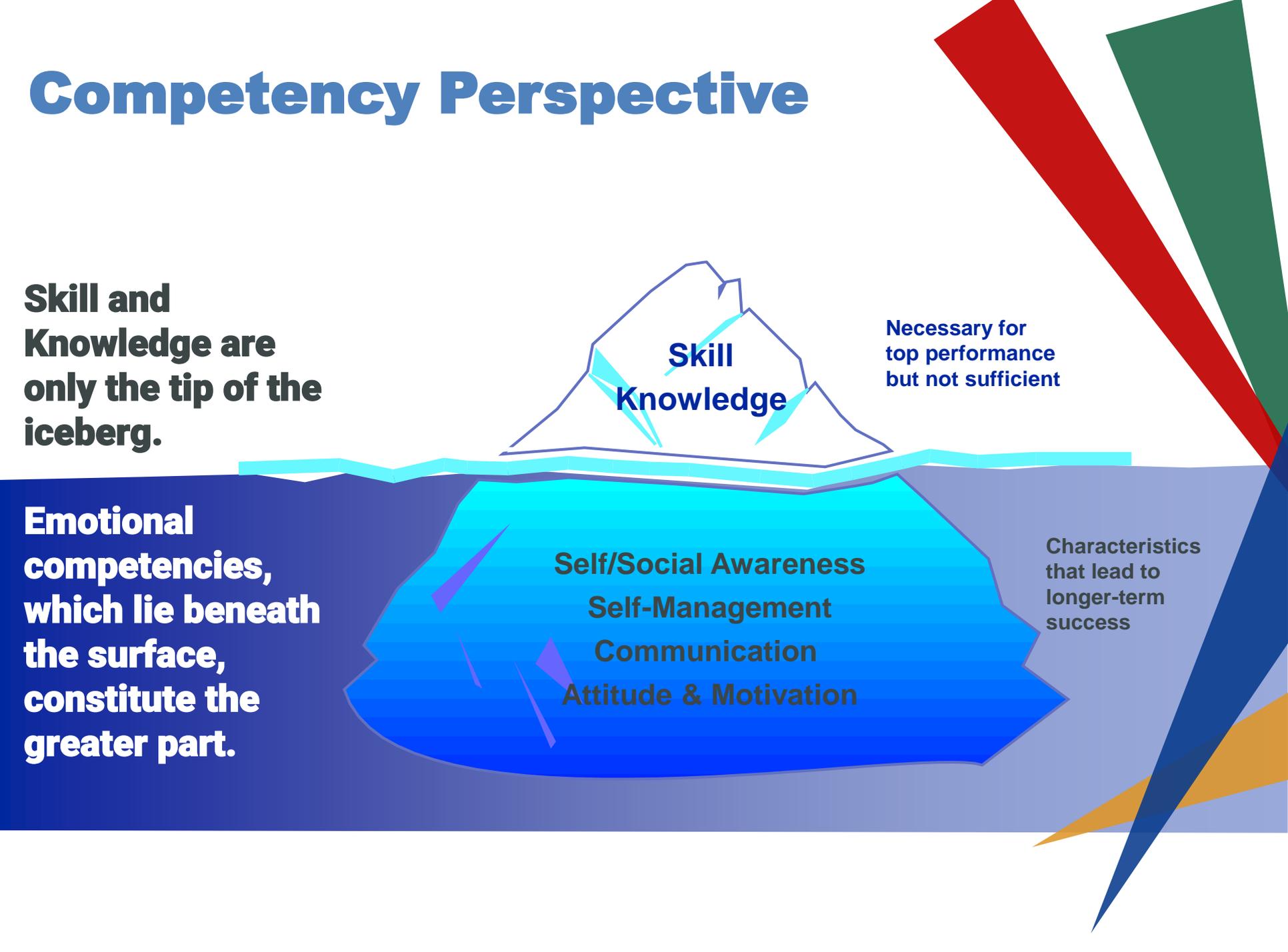
Emotional competencies, which lie beneath the surface, constitute the greater part.

**Skill
Knowledge**

Necessary for top performance but not sufficient

**Self/Social Awareness
Self-Management
Communication
Attitude & Motivation**

Characteristics that lead to longer-term success

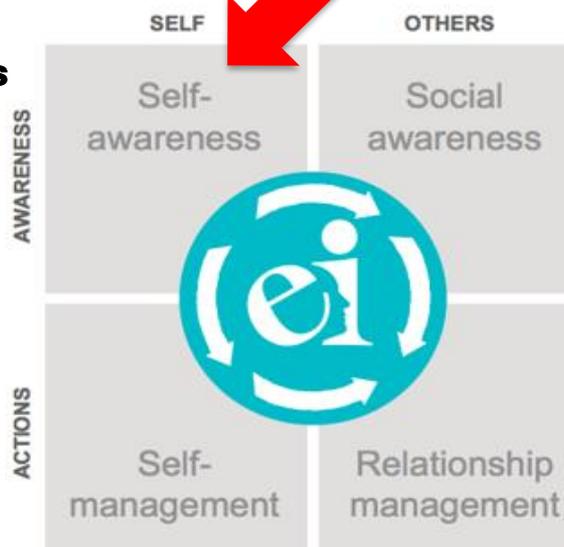


Emotional Competency Framework

Start Here

- **Emotional self-awareness**

- **Emotional self-control**
- **Adaptability**
- **Achievement orientation**
- **Positive outlook**



- **Empathy**
- **Organizational awareness**

- **Influence**
- **Inspirational Leadership**
- **Conflict management**
- **Teamwork**

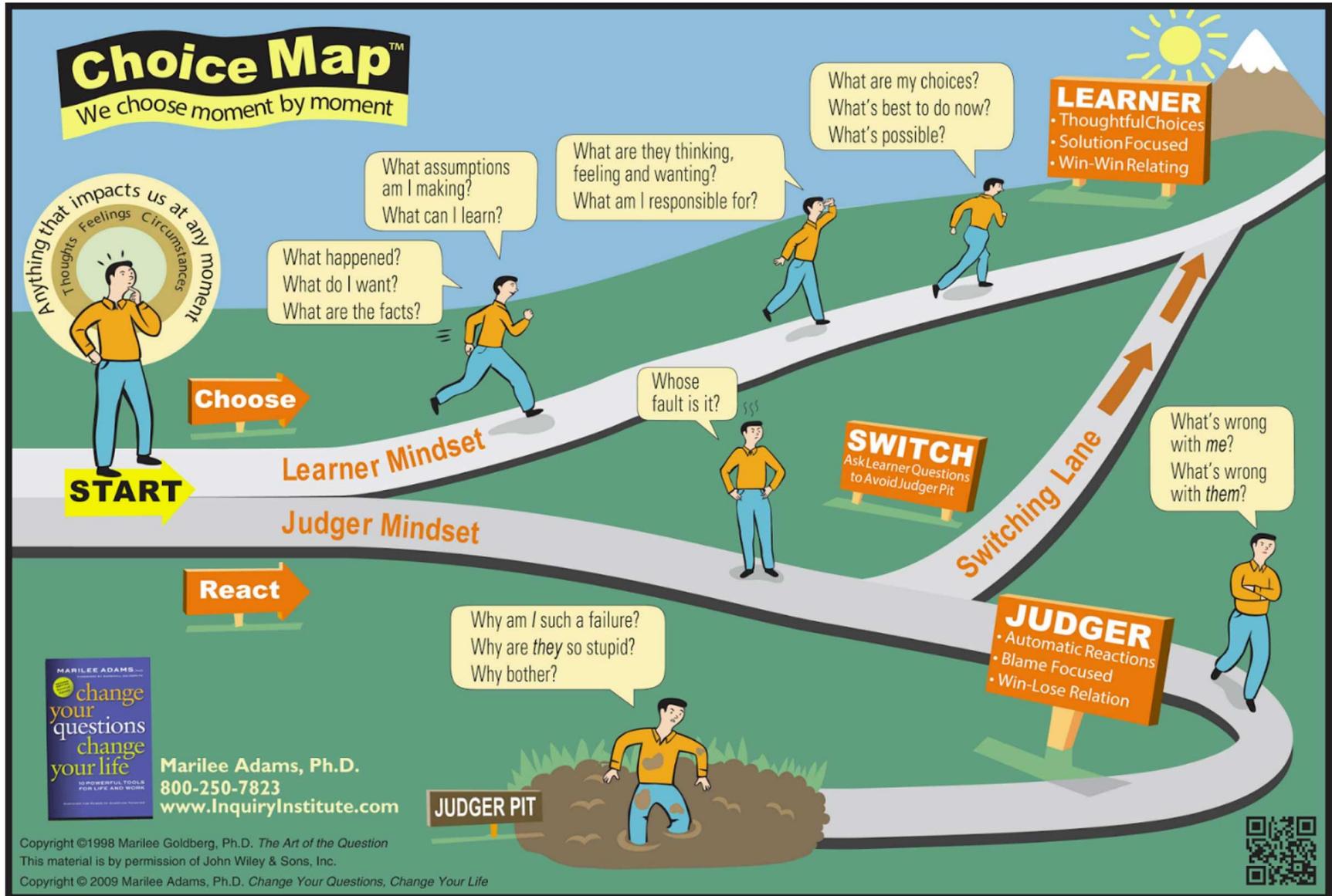
Positive impact on results/performance

3 Secrets to Increase Your EQ

1. Be Curious



Ask Questions



3 Secrets to Increase Your EQ

2. Be Grateful



365

Thank Yous

The Year a Simple Act of
Daily Gratitude Changed My Life



JOHN KRALIK

Read by the Author

"Profoundly honest and uplifting."
—JEFFREY ZASLOW, coauthor of *The Last Lecture*

3 Secrets to Increase Your EQ

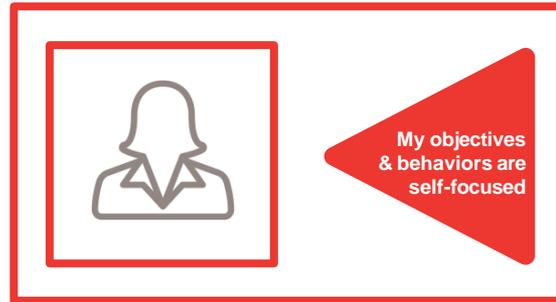
3. Be Outward Focused



Inward vs. Outward

I focus only on **MY** results

INWARD
MINDSET



Others are **OBJECTS**



I focus on **OUR** results

OUTWARD
MINDSET



Others are **PEOPLE**



5 Best Practices for Building Trust

1. **Focus on strengths, not weaknesses**
2. **Use a tool**
3. **Map team**
4. **Reporter/Coach**
5. **Share**



Team Strengths Grid

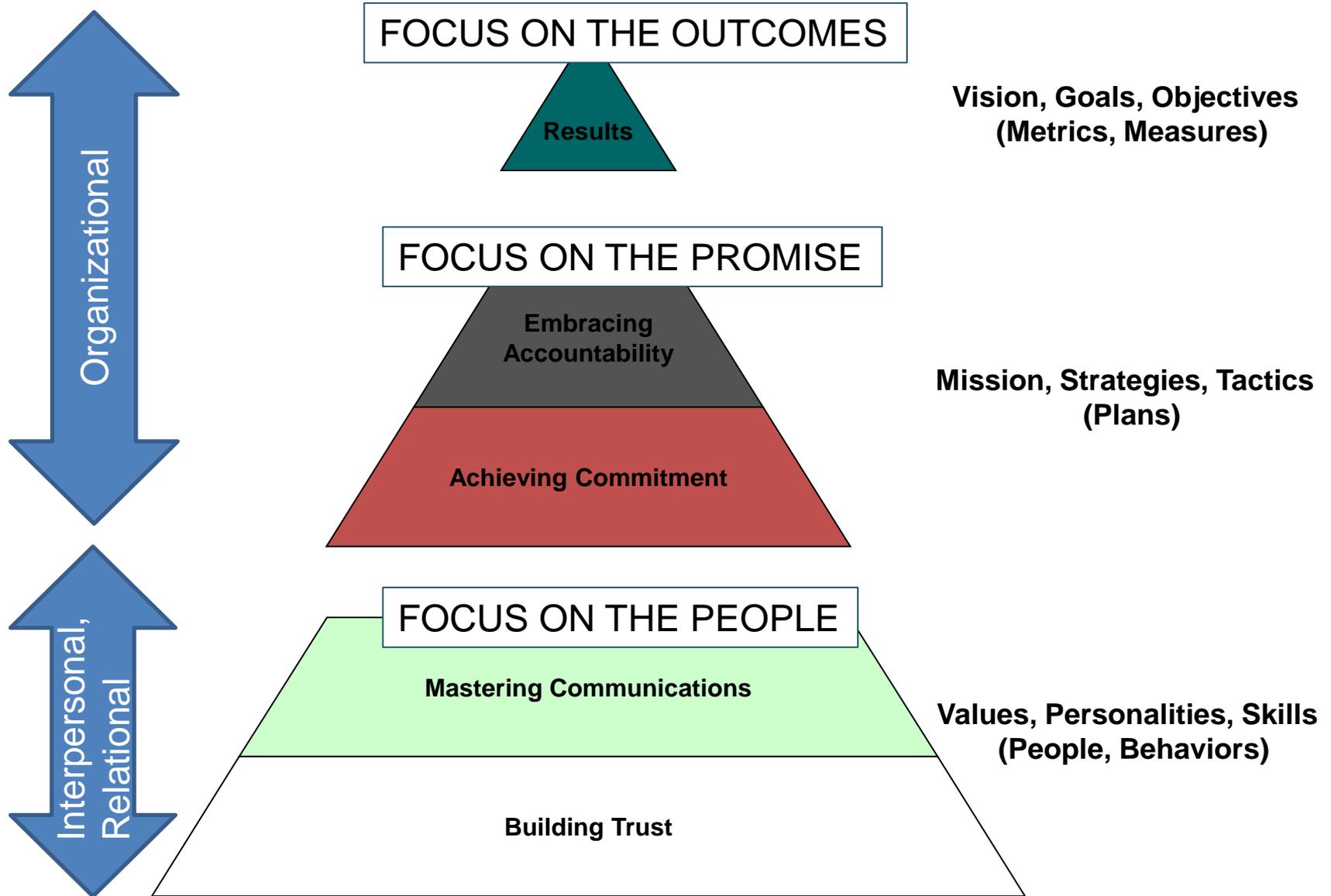
As of November 7, 2023																																				
Team Member	EXECUTING								INFLUENCING						RELATIONSHIP BUILDING						STRATEGIC THINKING															
	Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative	Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo	Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator	Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic		
	5				3			4													1					2										
	3	4					5		2																									1		
	2	3														5							1												4	
	1			2			5														3					4										
								1	4							5						3									2			3		
	2							1													4					5	2				4	5		1		3
					3			1																5		2									4	
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	6	2	0	1	2	2	1	3	4	1	0	0	0	0	0	0	2	0	1	2	1	4	1	3	1	0	4	1	1	0	2	1	7	2		
									21								3								13									18		

Putting the Communications Maturity Model To Work



Align Around Impact

Building a Cohesive Team – Three Focuses *



* Adapted from *5 Dysfunctions of a Team* by Patrick Lencioni

History: Inculcating A Sense of Legacy and Stewardship



The Butte Health
Department

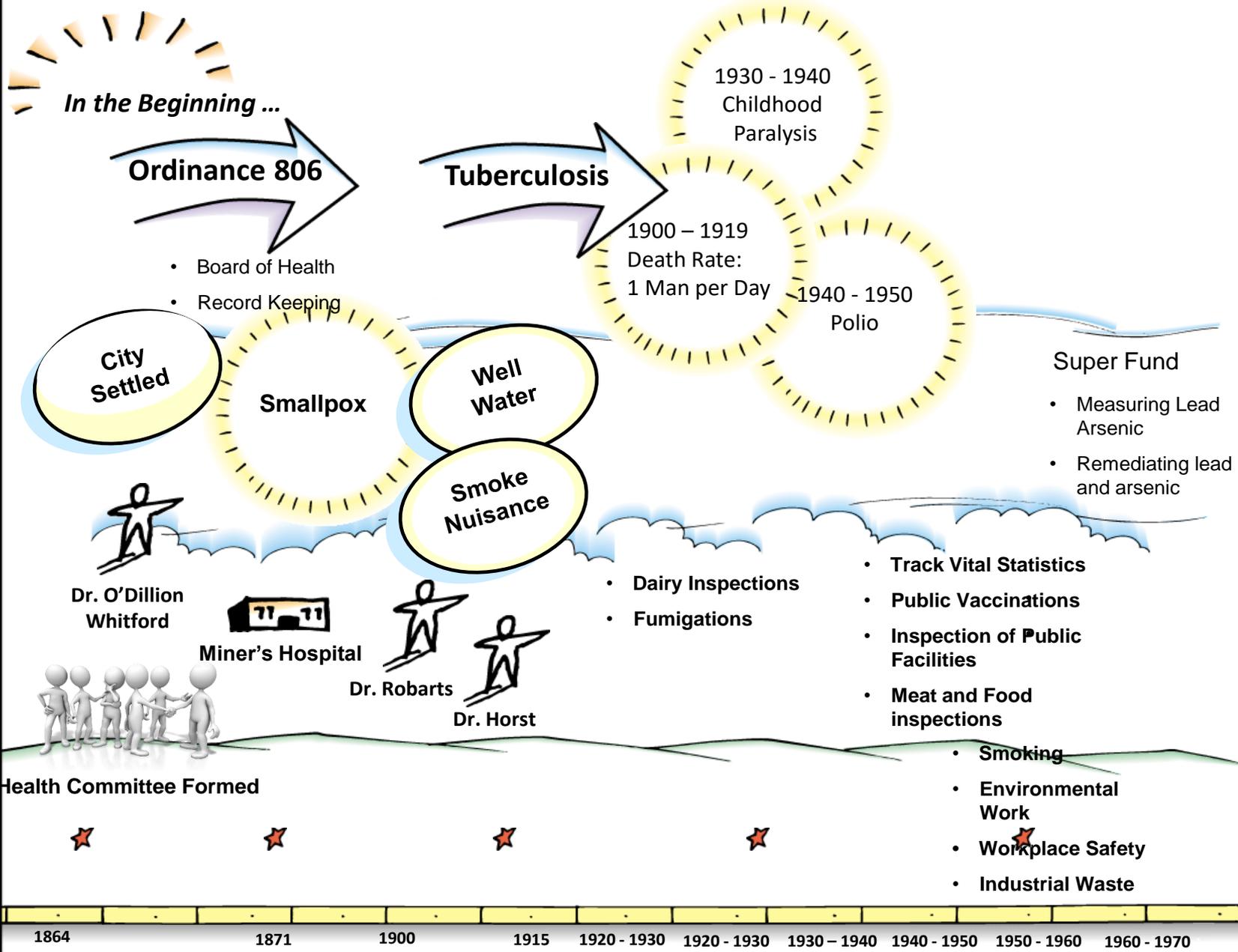
142 years of service
to the Community of
Butte-Silver Bow

HISTORY OF THE BUTTE HEALTH DEPARTMENT

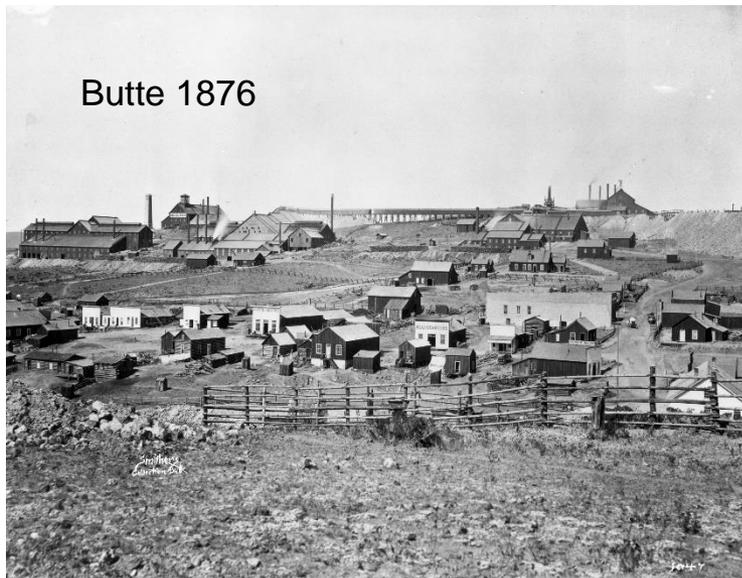
KEY

-  GOALS/ RESULTS
-  PROJECTS/ STRATEGIES
-  KEY EVENTS
-  PEOPLE
-  PRODUCTS/ SERVICES/ SITES
-  LEARNING

Dateline

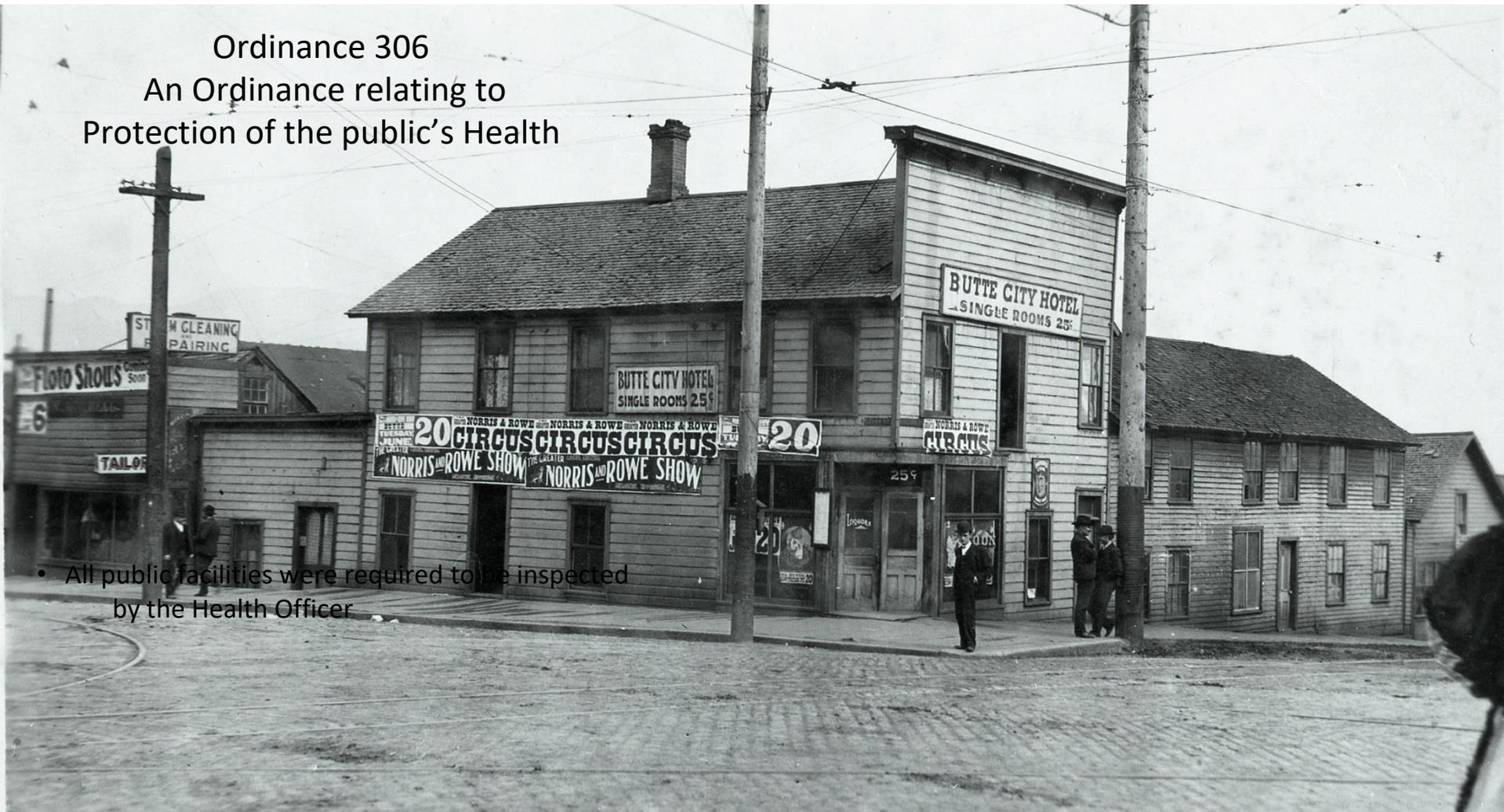


From the beginning the city of Butte followed policies of Sanitary Reform



Ordinance 306

An Ordinance relating to
Protection of the public's Health



- All public facilities were required to be inspected by the Health Officer

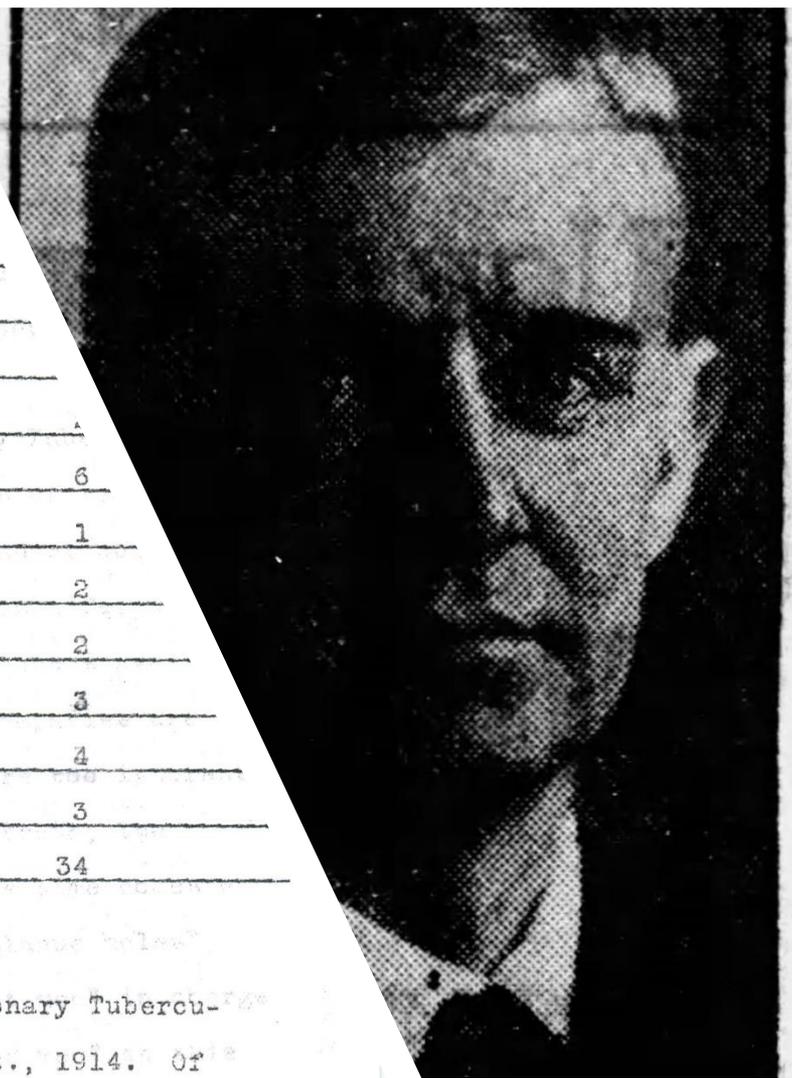
Month	Total No.	Male	Female	Miners
May	10	9	1	8
June	15	14	1	11
July	8	8	0	6
Aug.	11	11	0	8
Sept.	7	5	2	5
Oct.	16	16	0	10
Nov.	12	12	0	11
Dec.	13	13	0	11
Jan.	9	9	0	9
Feb.	14	14	0	11
Mar.	19	18	1	15
Apr.	16	16	0	13
Total	152	147	5	118

Dr. Carl Horst War Against Tuberculosis

- 152 people died in 1914 of Tuberculosis
- 147 were males
- Almost all of them were associated with Mining

43 houses were fumigated because of Tuberculosis.

A study of this chart is most interesting. Pulmonary Tuberculosis killed 152 persons from May 1st, 1913 to May 1st., 1914. Of



Crucial Conversations

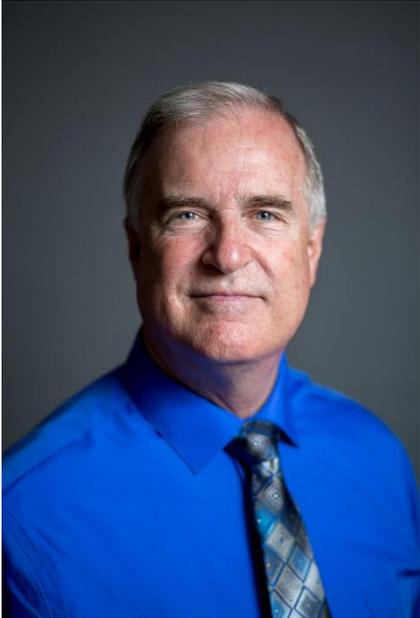
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What will you do, if anything, as a result of being here today?



About the Presenter



Since founding Strategic Business Architects in 2006, Bill has dedicated himself to helping leaders create and implement strategic plans, build cohesive teams, and grow their leaders and managers.

In 2010, Bill began working with Public Health leaders and managers to build cohesive teams, sharpen their leadership and management skills, and build strategic plans that enabled them to qualify their Public Health Departments for accreditation. He spoke on these topics at the annual summer institute in 2016 and 2017.

Prior to founding his company, Bill worked for Russell Investment Group in Tacoma, Washington for 16 years where he created and directed their first IT Architecture Department responsible for its Enterprise Architecture, IT Strategy, and IT Research. In his last 3 years he successfully created and directed their Strategic Business Architecture team within their Investment Management and Research Division.



Strategic Business Architects

*Building Cohesive Teams
Developing Emerging Leaders
Co-creating and Implementing Strategic Plans*

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“Building Healthy Organizations”