



# 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- Outdated Equipment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.**

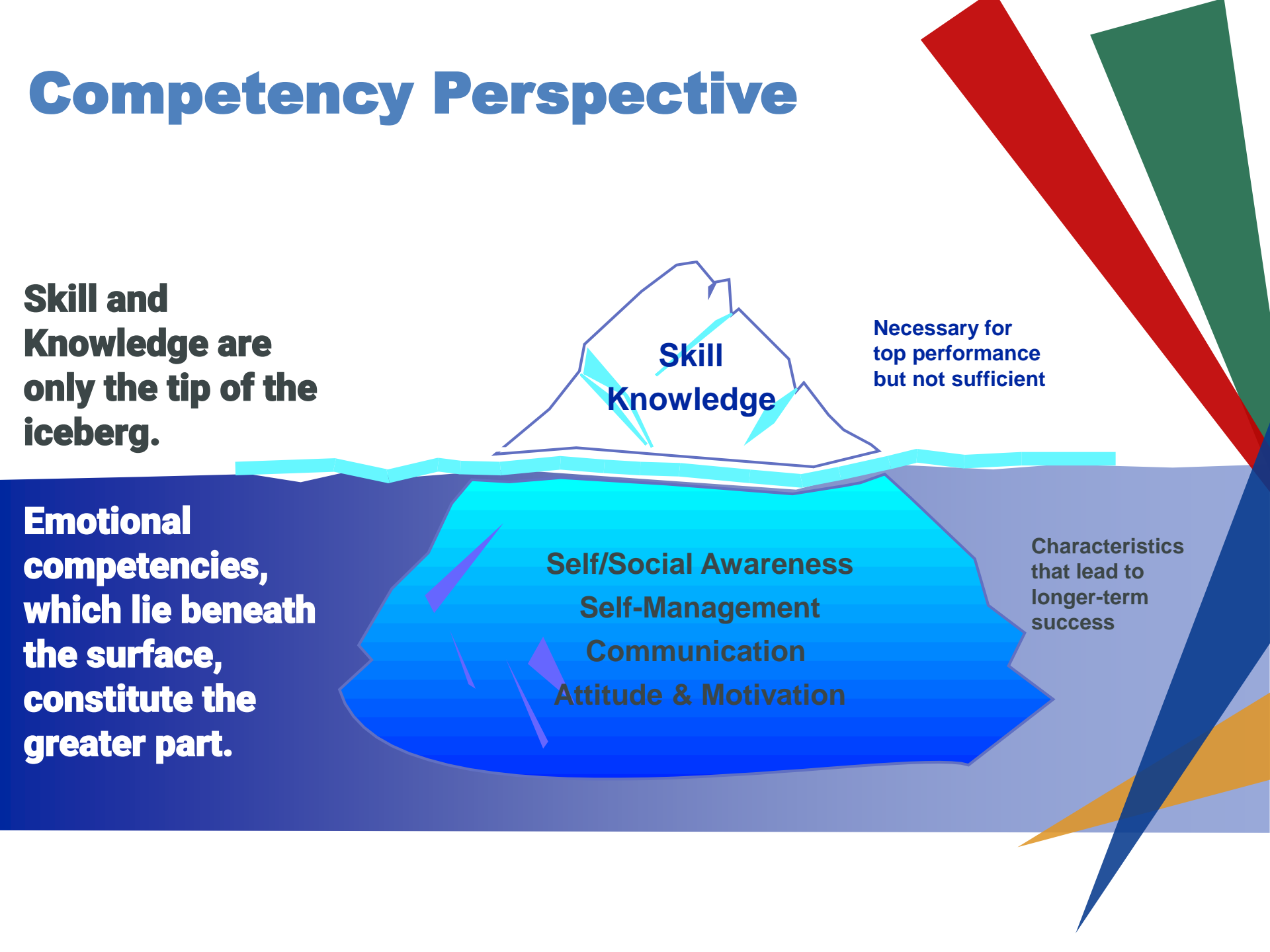
**Emotional competencies, which lie beneath the surface, constitute the greater part.**

**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

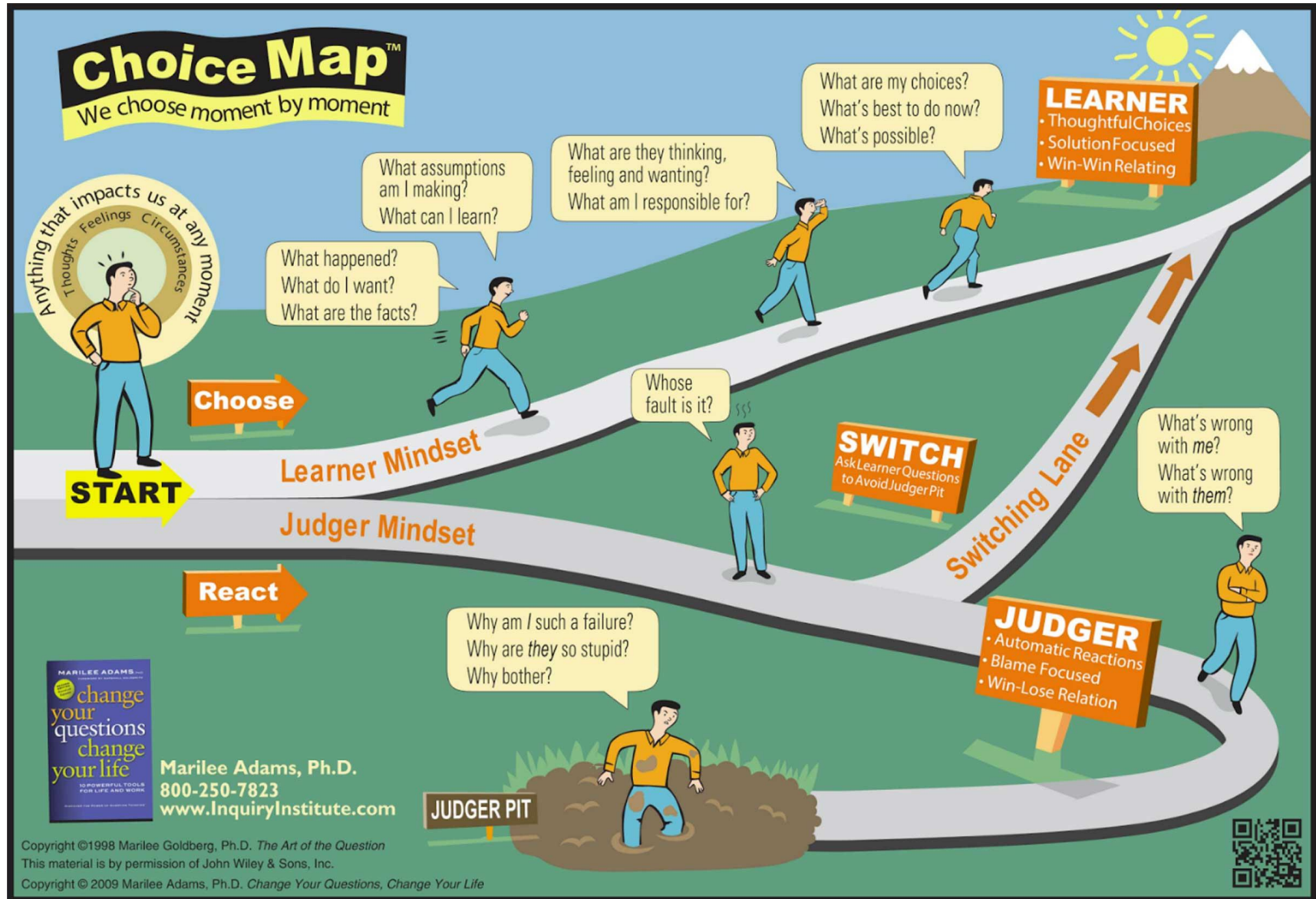
# **3 Secrets to Increase Your EQ**

## **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																																					
	EXECUTING								INFLUENCING							RELATIONSHIP BUILDING							STRATEGIC THINKING														
Team Member	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		
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	6	2	0	1	2	2	1	3	4	1	0	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

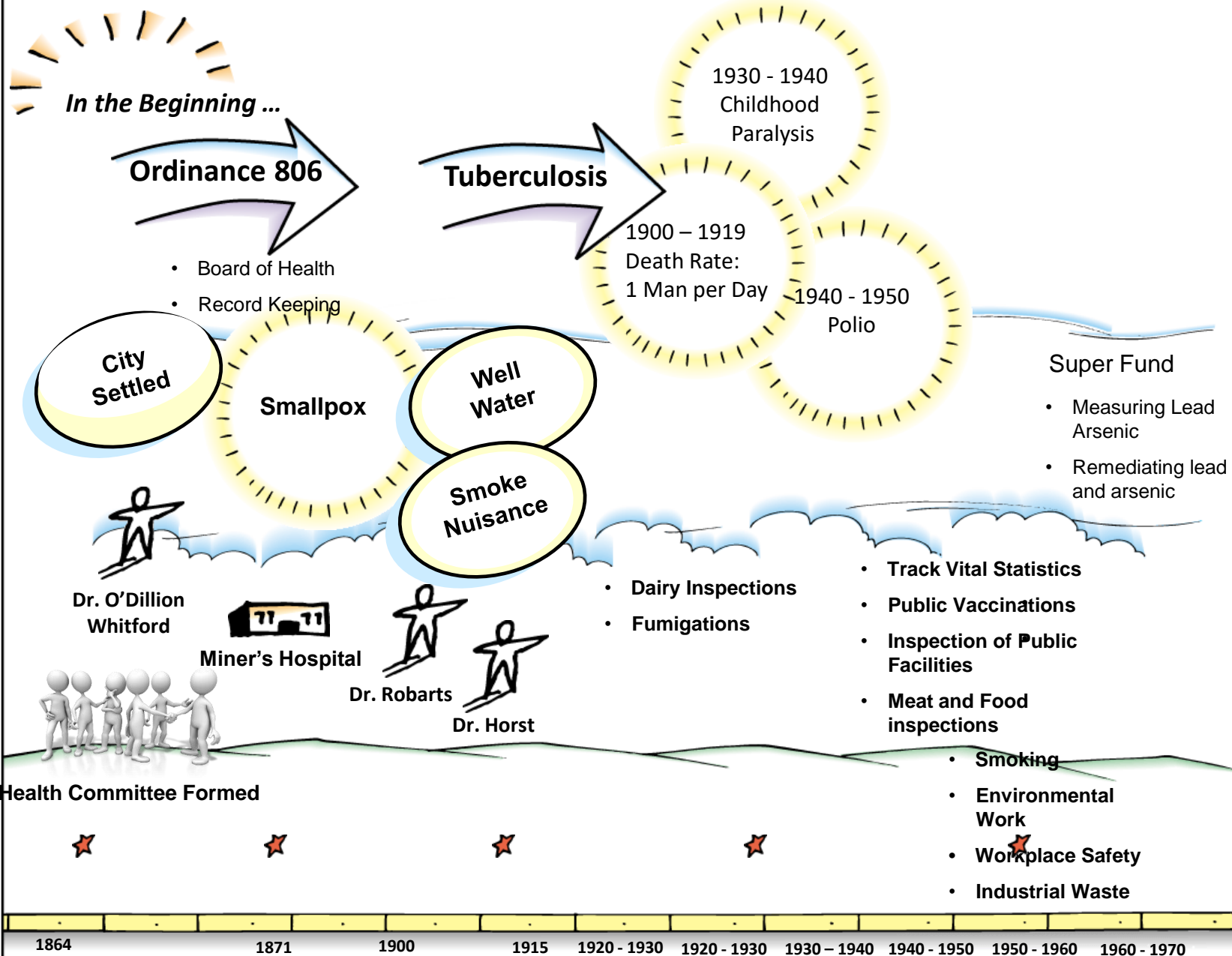
● KEY EVENTS

● PEOPLE

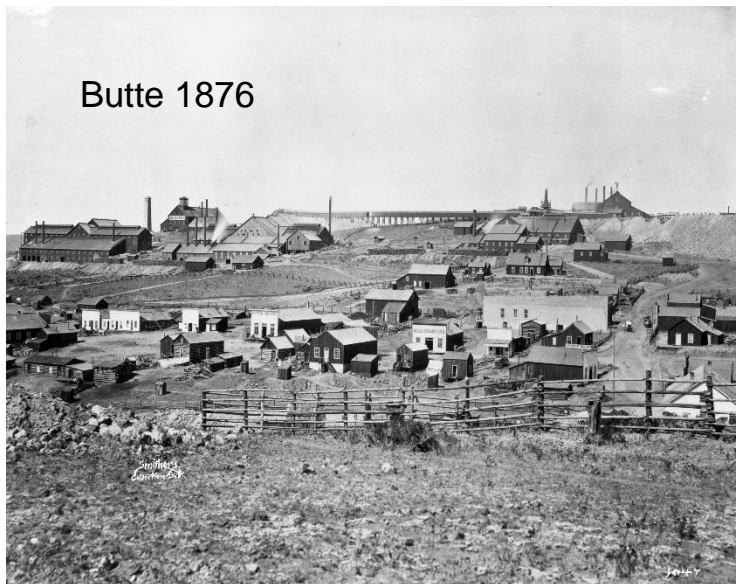
● PRODUCTS/  
SERVICES/  
SITES

● LEARNING

Dateline



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

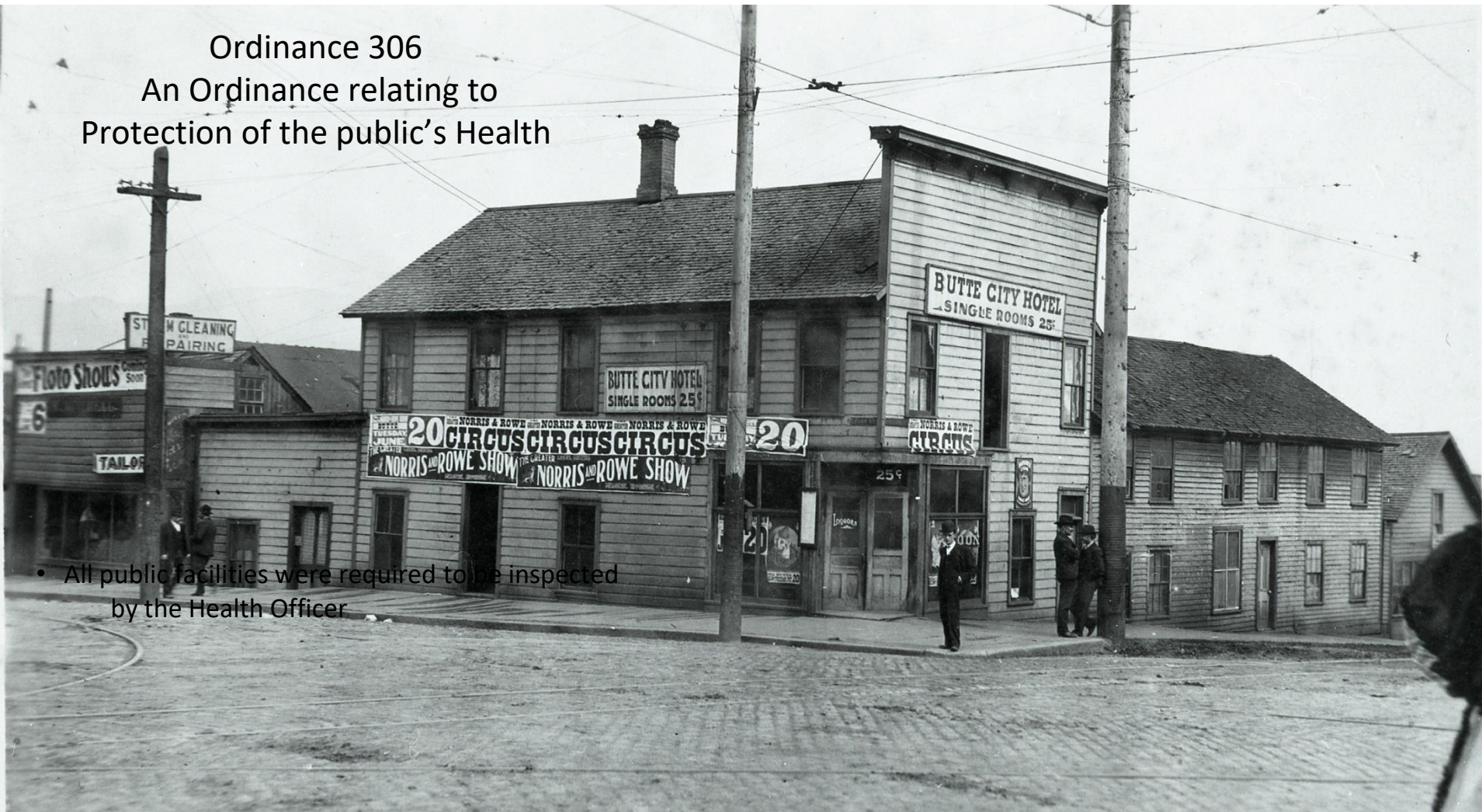




## Ordinance 306

An Ordinance relating to  
Protection of the public's Health

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



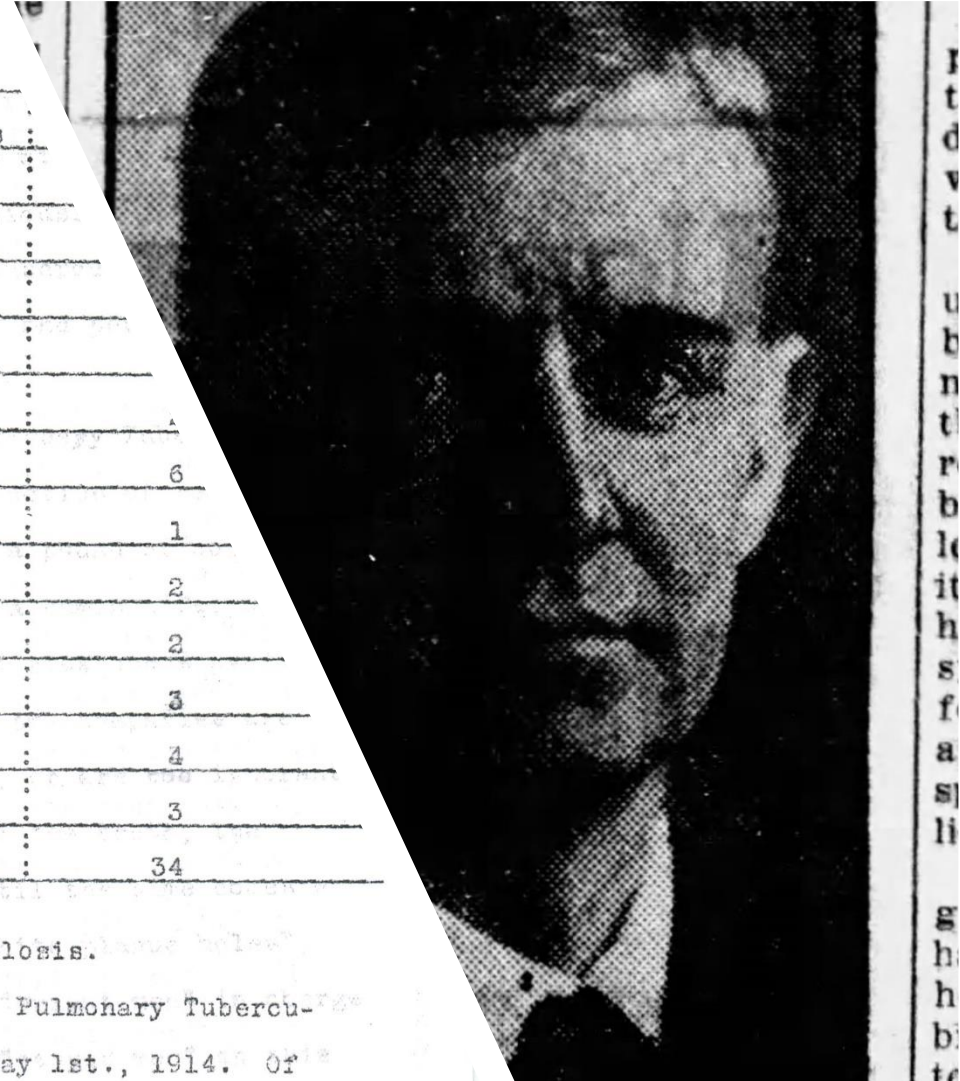
## Dr. Carl Horst War Against Tuberculosis

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

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.	13	13	0	11
Dec.	13	13	0	11
Jan.	13	13	0	9
Feb.	14	14	0	11
Mar.	19	18	1	15
Apr.	16	16	0	13
Total	152	147	5	118

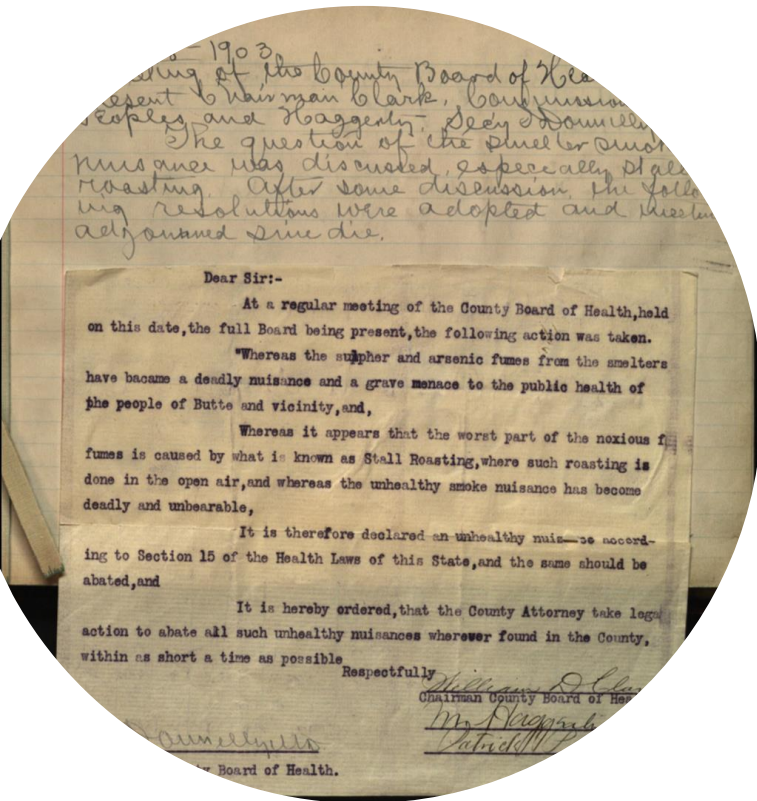
43 houses were fumigated because of Tuberculosis.

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





# Board of Health Meeting – January 1900



- The smoke is caused by Stall Roasting of Ore
- 192 deaths in 1890, attributed to complications from the smoke. The figure does not drop until after 1906 ordinance passed.
- Smoke Ordinance passed in 1906
  - Calling for the ending of Stall or Heap Roasting.

# **Crucial Conversations**



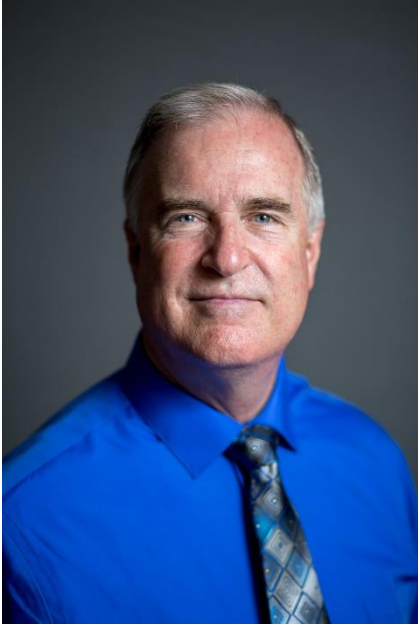
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What will you do, if anything, as a result of being here today?



# 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”*