

August 11, 2023

Presenter: Michelle Peterson, Sr. Communications Manager, CIT

Topic	Best-Run Government Branding and Communications
Objective	<ul style="list-style-type: none"> • <i>Get approval to move forward with messaging for Best-Run Government and components (as related to BRG) – ILY, ERSJ, Enterprise Planning, Enterprise Monitoring.</i>
Background	<ul style="list-style-type: none"> • <i>Over the years the terms and understanding of Best-Run Government have been diluted. People generally understand what it is, but not the why, how it works, or outcomes.</i> • <i>Objective of this work is to drive support and adoption of BRG among employees and deliver a compelling vision and narrative that shows the value of the work to our organization, customers, and employees. The initial target audience is leaders.</i>

Summary Analysis

Please review attachment prior to meeting:

- Through listening sessions, a leader survey, and meetings with the BRG Advisory Committee and other groups, we learned most support the general intention of becoming a Best-Run Government. However, we don’t have complete buy-in from employees for changes in culture, behaviors, and processes. The leader survey findings validate this conclusion. When asked what barriers leaders face in adopting more Best-Run Government improvements, the following were the top responses:
 - Lack of understanding the BRG vision
 - Unclear expectations of what the Senior Leadership Team needs
 - Inadequate department level leadership support of BRG improvements
 - Lack of capacity/time to make BRG improvements
 - Inadequate technical skills to make BRG improvements
 - Insufficient access to coaching/technical assistance
 - Insufficient training
- In addition, during a meeting in May, the BRG Advisory Committee identified variation and inconsistency as primary gaps in moving BRG forward and their causes. The causes of these gaps centered around lack of clarity and accountability/unclear expectations, which is consistent with survey results.
- This work is first trying to address the lack of understanding in the BRG vision by developing clearer messaging before tackling the other barriers. The development of the messaging was an iterative process. The BRG branding and communications workgroup developed initial messaging, which was shared during eight meetings. Nearly 200 employees from throughout King County provided input to help refine the messaging.

Options, Recommendations and/or Next Steps:

1. Do you agree with the beliefs and mindset represented in the messaging? Can you buy-in to it and support it? There will be future steps and clarity, but first do you agree in concept that these are the right messages?
2. Do you support the BRG graphic that represents this work?
3. BRG components with proposed name changes will be shared for review by Senior Leadership Team later this month. Other components are currently being reviewed by programs leads. Communications, change management, and roll-out plans are in development, pending approval to move forward.