

**BRG: Leading the Way as One Team Video Script**  
**Dow Constantine**

Audio	Visuals
<p>Hello, I'm Dow Constantine, King County Executive.            When I first ran for office in 2009, the central theme of my campaign focused on embracing new ideas and new approaches that could bring reform to King County while staying true to our values.</p>	<p>Close-up shot of Executive</p>
<p>It was a time of economic hardship, and we were at a critical crossroad with two paths – one focused on spending less and doing less, which acknowledged the limits of our resources.</p> <p>The other focused on the needs in our community and centered on spending more and doing more with what we have, knowing that the need is much greater than we could ever meet.</p>	<p>Series of clips showcasing various community needs, such as community members, healthcare facilities...            Or            Graphic depicting diminishing pool of financial resources.</p>
<p>From the start of my first term, I began to build a blueprint for improvements that change the way King County operates, aiming to better serve our community's needs. To do this, I declared Best-Run Government as one of my commitments to the community.</p> <p>I know many of you are working with Best-Run Government processes and incorporating them into your ongoing work.</p>	<p>Transition to footage of the executive in office, signing documents or meeting with staff. -            Overlay text highlighting "Best-Run Government" as an executive priority.</p>
<p>This includes many improvements we have made in our planning and monitoring processes that are helping us deliver on our True North. A few examples include our Biennial Budget, Annual Planning, Deployment Review Team, and Investment Monitoring processes.</p>	<p>Medium shot showing Executive from the waist up, maintaining engagement with the audience</p>
<p>Our challenge and urgency now is that our community <b>already</b> expects us to be a Best-Run Government. They expect that we are all committed to continuously improving the equity, efficiency, and effectiveness of how King County operates. But they don't always see us meeting those expectations.</p>	
<p>So how should we respond to this while remaining optimistic and positive? We need to align our efforts, perspectives, and actions and work together as one team, utilizing our areas of influence to help ensure our teams grasp our shared goals and the reasoning behind our collective</p>	<p>Executive</p>

efforts.	
Your role as leaders is critical. We all need to understand and buy in to our efforts to become a Best-Run Government.	Executive
You can drive our work by voicing your support of our enterprise efforts within your teams and effectively communicating the purpose and benefits of becoming a Best-Run Government. Your teams need to hear from you that you are on board with what we are doing and where we are going.	Visuals of leaders speaking to their teams, encouraging support for organizational goals.
This involves fostering honest, open, and respectful discussions about problems and opportunities and collaborating on tough issues, as well as welcoming questions within your teams and empowering employees to innovate and voice opportunities for improvement.	Visual sequence showing teamwork and collaboration: group discussions, team meetings, and employees working together.
<p>Hopefully you can see my passion and commitment around this. Best-Run Government is still one of my commitments and needs to be engrained into our culture.</p> <p>Together, we can achieve our vision of a Best-Run Government that serves our community with excellence and innovation.</p> <p>Thank you for your commitment and dedication to this important endeavor.</p>	Back to Executive