



## COMMUNICATION: LISTENING, CONNECTING LEADING

LOCAL GOVERNMENT LEADERSHIP ACADEMY  
2017 LEADERSHIP FORUM  
FEBRUARY 1-3, 2017  
RICHMOND, BC

### PROGRAM

We are now more than halfway through the current local government electoral term. Elected officials know the issues affecting their communities and, even if this is their first electoral term, have had the experience of governing through two full annual cycles. In year one LGLA offered an introduction (or re-introduction) to the local government landscape. In year two we focused on the need for *Respectful Leadership* and the importance of courtesy and consideration in interactions with colleagues, staff and the community-at-large. This year, we move on to the crucial role that communication plays in successful governance – not just in the sense of getting your own message across, but in taking the time to listen and connect so that mutual understanding can be achieved.

Our theme for the 2017 Forum is *Communication: Listening, Connecting, Leading* and we invite you to join us, February 1-3, as we learn from one another and from the experts. On offer are sessions on everything from public speaking, to managing difficult conversations, to moving beyond bullying and harassment, to understanding communication styles, to learning about important local government communication tools. Best-selling author, President of Hoggan & Associates corporate communications and public affairs agency and past Chair of the David Suzuki Foundation, James Hoggan, will deliver an engaging keynote based on his book *I'm Right and You're an Idiot: The Toxic State of Public Discourse and How to Clean it Up*. Well-known graphic recorder Sam Bradd will attend Forum events and sessions and produce an artistic rendering of the proceedings, as well as deliver a “how-to” presentation. Robert Laboucane of Aboriginal Awareness Canada will discuss how to improve communications between local governments and First Nations communities; and The Humphrey Group will deliver a practical, two-part session on public speaking.

Take some time out from community service to reflect on the past year, absorb some new knowledge, meet some new people or connect with old friends, and gather some practical skills and tools to take you into a successful 2017. We welcome all local government and First Nations elected officials and senior administrators and we encourage every community to invest in this unique leadership development opportunity.

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*Thank you to our generous sponsors...*



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**WEDNESDAY, FEBRUARY 1<sup>ST</sup>**

**Forum Registration  
(Ballroom Foyer, 12:30-1:30 pm)**

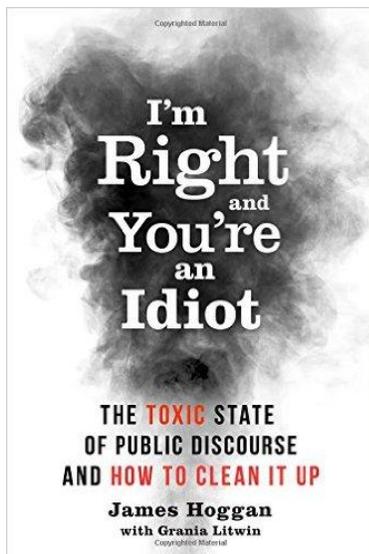
Pick up your registration package in the Ballroom Foyer, 2<sup>nd</sup> floor of the Radisson Hotel.

**Welcome  
(President Ballroom – Salon B&C, 1:30-1:45)**

Join LGLA President, Chair Rhona Martin, Mayor Malcolm Brodie of the City of Richmond and Chief Wayne Sparrow of the Musqueam Indian Band as they officially open the 2017 Forum.

**KEYNOTE ADDRESS**

**I'm Right and You're an Idiot: The Toxic State of Public Discourse and How to Clean it Up, James Hoggan  
(President Ballroom – Salon B&C, 1:45-3:00 pm)**



**JAMES HOGGAN**, President of Hoggan & Associates, the award-winning corporate communications and public affairs agency and best selling author of *I'm Right and You're an Idiot: The Toxic State of Public Discourse and How to Clean it Up* (May 2016) will deliver the well-timed message that the most pressing environmental problem we face today is not climate change. It is pollution in the public square.

In *I'm Right and You're an Idiot*, Hoggan grapples with this critical issue, conducting interviews with outstanding thinkers from the Himalayas to the House of Lords. Drawing on the wisdom of such notables as Thich Nhat Hanh, Noam Chomsky, and the Dalai Lama, his comprehensive analysis explores:



- How trust is undermined and misinformation thrives in today's public dialogue;
- Why facts alone fail – the manipulation of language and the silencing of dissent;
- The importance of reframing our arguments with empathy and values to create compelling narratives and spur action.

**Introduction of Forum Graphic Recorder, Sam Bradd, Drawing Change  
(President Ballroom – Salon B&C, 3:00-3:10 pm)**

Forum Graphic Recorder Sam Bradd will attend sessions and networking events and interact with speakers and delegates in order to provide participants with an artistic rendering of topics covered and discussions held over the course of the Forum. With the Forum theme and streams in mind, he will provide delegates with some unique take-away insights and observations to share with their councils and boards back home.

**Communication Styles for Constructive & Effective Communications – LGMA/LGLA Joint Workshop, Kent Highnam, Justice Institute of BC; Mayor Sharon Gaetz; Councillor/UBCM President Murry Krause (President Ballroom – Salon B&C, 3:30-5:00 pm)**

Communicating effectively is critical to being a successful leader in your community. Constructive communication can lead to moving a community's agenda forward, while negative communication styles can cause a council or board to get stuck in conflict and disagreement. Participate in this session to gain a better understanding of how your internal communication intent can influence your external communication style. Learn to recognize a variety of communication styles and equip yourself with the tools to clarify your intent, improve communication clarity, and to seek understanding of those using less constructive communication approaches.

Learning Objectives:

- Identify your true intent prior to communicating;
- Differentiate between passive, aggressive and assertive communication styles;
- Construct collaborative communication through key skills: questions, empathy and assertion;
- Respectfully set limits on others' negative communication approaches.

**Opposition Spokesperson for Local Government, MLA Selina Robinson (President Ballroom – Salon B&C, 5:00-5:15 pm)**

MLA Selina Robinson will address delegates in her capacity as Opposition Spokesperson for Local Government and will join us for the Networking Reception beginning immediately afterward.

**Networking Reception – Sponsored by Young Anderson, Barristers & Solicitors (Ballroom Foyer, 5:15-7:00 pm)**

This is your chance to unwind and reflect with your colleagues on the opening plenary sessions. Join local government and First Nations leaders from around the province, as well as our first-day presenters, for a beverage, a bite to eat, and some great discussion.

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**THURSDAY, FEBRUARY 2<sup>ND</sup>**

**Breakfast (Ballroom Foyer, 7:00-8:30 am)**

**LGLA Founding Partner Early Morning Clinic – Union of BC Municipalities 2017 Infrastructure Roadmap, Paul Taylor, UBCM Director of Communications (President Ballroom – Salon B&C, 7:30-8:15 am)**

The Government of Canada is the midst of an 11-year plan that will deliver billions of dollars to local infrastructure. This session will provide an update on the status of funding for clean air, clean water; public transit; social; housing; and northern/rural infrastructure, and what UBCM will be watching for in the 2017 federal Budget.

**Morning Concurrent Sessions – Choice of Two (8:30-10:00 am; repeat 10:30-noon)**

**1) Listening – Aboriginal Awareness & Communication, Robert Laboucane (Cambie Room)**

Aboriginal Awareness Canada designed its program to create greater understanding and enhance communications between Aboriginal and non-Aboriginal people. It serves as a tool for gaining awareness and

understanding of a group of people who, through historical events, location, law, legislation and policies have remained separated, isolated, segregated and marginalized from mainstream society. The building of trusting and respectful relationships will occur through awareness, comfort, confidence and much-improved communications.

**2) Connecting – Bullying? Bad Behaviour? Business as Usual? Tracey Lorenson (President Ballroom, Salon A)**

This session will explore the timely issues around how to have significant and meaningful discussions around contentious issues without getting personal. We'll discuss what to do as a participant or "observer", but also how to prevent occurrences or escalation. Specific attention will be paid to elected/elected "friction", how to deal with disrespect between elected and staff as well as challenging community interactions. Time will also be spent considering where "resilience" fits in, as not every interaction that we don't prefer is necessarily "out of bounds".

Attendees will be provided with an online link to receive a complimentary assessment of their unique approach to conflict both at "the table" and in the community.

**3) Leading – Speaking as a Leader: Part I, Travis Streb & John Voth, The Humphrey Group (President Ballroom, Salon B&C)**

Speaking as a Leader is a highly interactive program that will give participants practical tools and guidance they can implement immediately. The underlying objective of the program is to help participants communicate clearly and inspirationally. Participants will learn to organize their thoughts in a logical manner, craft a key message that tells their audience what's most important and use their physical and vocal presence to help keep their audience engaged. They will explore the importance of speaking from a position of inspiration rather than overloading their audience with mountains of technical information.

During the first workshop, participants will explore the importance of adopting a leader's mindset. They will then identify an upcoming opportunity, such as a meeting, formal speech or presentation, where they wish to demonstrate leadership where they will focus most of their time.

**Lunch – Sponsored by FortisBC**

**(Ballroom Foyer & President Ballroom – Salon B&C, 12:00-1:00 pm)**

**Thursday Afternoon Concurrent Sessions – Choice of Two**

**(1:00-2:30 pm; repeat 3:00-4:30 pm)**

**1) Understanding & Engaging Diversity, Robin Prest & Sebastian Merz, SFU Centre for Dialogue (President Ballroom, Salon A)**

One of the largest challenges that local governments face is to involve voices from diverse groups in their decision-making. This session will highlight ideas for how local governments can respectfully engage with and welcome diverse voices into public engagement processes. The presenters will reflect on their own progression of learning as members of dominant communities, and will highlight concepts using recent case studies. Come prepared with your success stories and questions to feed into this interactive workshop.

**2) Difficult Conversations: Shift Happens, Carol Ann Fried, Freedom Training & Coaching (Cambie Room)**

This workshop is designed to look at the beliefs we hold and to develop the skills necessary to deal with conflict and "difficult" behaviours of colleagues and those we serve. We will draw from the wisdom of

Marshall Rosenberg's Compassionate Communication process which has been in use for four decades and which is taught in 35 countries. This method empowers communication leading your team towards more agreement, clarity, engagement and action. Our *modus operandi* will be light-hearted. Laughter guaranteed.

Participants will leave with a toolkit which provides:

- Motivation and skills with which to turn difficult conversations into collaborative ones;
- An "ouchless" way to provide feedback;
- Skills to respond respectfully to critical feedback, regardless of how it is given; and
- Skills to diffuse that nasty emotional component of conflict, in favour of respectful reasoning.

#### **4) Leading – Speaking as a Leader: Part II, Travis Streb & John Voth, The Humphrey Group (President Ballroom, Salon B&C)**

This is a follow-up session to Speaking as a Leader: Part I. It is a highly interactive program that will give participants practical tools and guidance they can implement immediately. The underlying objective of the program is to help participants communicate clearly and inspirationally. Participants will learn to organize their thoughts in a logical manner, craft a key message that tells their audience what's most important and use their physical and vocal presence to help keep their audience engaged. They will explore the importance of speaking from a position of inspiration rather than overloading their audience with mountains of technical information.

During this second workshop, participants will practice presenting for their opportunity. They will receive individualized feedback and coaching from the instructor as they seek to strengthen their physical presence.

#### **Optional Evening Concurrent Sessions (7:00-9:00 pm)**

##### **1) Introduction to Graphic Recording: A Hands-on Skill-building Workshop, Sam Bradd (President Ballroom, Salon A)**

More than ever, communicating visually is needed in today's busy world. Graphic recording is a powerful set of skills that combines listening and drawing. Graphic recording helps people in groups make connections, communicate clearly, and do their best work together. It's used in strategic planning, design thinking, and to help teams problem-solve in workshops.

No drawing skills required! This workshop is perfect for beginners or emerging experts. Bring a creative attitude, and be ready to have lots of fun.

##### **2) Communications Coaching & Discussion Forum, LGLA Board Members Arjun Singh & Peter Urbanc (President Ballroom, Salon B&C)**

This session is an opportunity for you to spend some time engaging with your peers from communities around the province – discussing your challenges, sharing your success stories, and coaching one another. LGLA Board members Arjun Singh and Peter Urbanc will lead an informal discussion covering communication and other issues in local governance. Bring your ideas, your advice, your tales from the trenches, your conundrums, and your everyday concerns. Expect to meet new people and enjoy the camaraderie that comes from sharing a common experience with people who understand what it's like to sit at the council or board table.

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#### **FRIDAY, FEBRUARY 5<sup>TH</sup>**

**Breakfast – Sponsored by BC Assessment & Municipal Insurance Association  
(Ballroom Foyer, 7:00-8:30 am)**

**LGLA Founding Partner Early Morning Clinic – Municipal Insurance Association of BC  
Policy Trumps Spin – Managing Public Expectations, Tom Barnes, CEO & Megan Chorlton, Director of  
Member Services, MIA  
(President Ballroom – Salon B&C, 7:15-8:00 am)**

Having a haphazard communications strategy can get local governments into trouble by fostering unrealistic expectations from members of the public. In a continuation of last year's session, Tom Barnes and Megan Chorlton from the Municipal Insurance Association of British Columbia will share some real life examples of situations where communications have created expectations that were difficult to navigate. They will share helpful strategies to avoid claims and ensure that those situations can be efficiently and effectively resolved.

**LGLA Founding Partner Early Morning Clinic – BC Assessment  
We Value Communication, Richard Taylor, Vice-Chair, BC Assessment Board of Directors  
(President Ballroom – Salon B&C, 8:00-8:45 am)**

At BC Assessment, we not only value property, we value communication with our stakeholders and customers. From "Assessment 101" to our Inquiry and Appeal Period, our robust investment in communication supports a year-round commitment to customer service and continuous improvement.

We invite you to join us for an interactive and informative session, and find out how the return on this strategic investment benefits you!

**Greetings from the Minister, The Honourable Peter Fassbender  
(President Ballroom – Salon B&C, 9:00-9:15 am)**

The Honourable Peter Fassbender, Minister of Community, Sport and Cultural Development brings greetings from the provincial government.

**Concurrent Sessions – Choose One  
(9:15-10:25 am)**

**1) Leadership at the Apex: Seeking Political/Administrative Alignment, Dr. Gordon McIntosh,  
President, Local Government Leadership Institute (President Ballroom, Salon A)**

A discussion of the elected official's role in developing shared expectations (success indicators) among peers and the CAO to guide and assess governance and administrative practices. Board and council members' input will be used to develop guidelines and tools to regularly assess and develop strategies to enhance local government excellence. This session is the second phase of a multi-part consultative process begun at the LGLA's 2016 CEO Forum in December 2016 and continuing at the LGMA's 2017 CAO Forum later in February 2017.

**2) Ethics & Communications, Jerry Berry, President, JB Consultants (President Ballroom, Salon B&C)**

Nothing "communicates" a problem with an organization faster than a perceived failure to behave ethically, or a failure by the leadership to 'walk the talk'. Are current trends in local government, and in society, undermining informed involvement and communication with government, and ultimately people's trust in democratic institutions? This session will argue that they are, and that this should be of deep concern to local governments.

This session will provide a long-term practitioner's/educator's thoughts on current issues in local government ethics, with a focus on 'communications' internally and externally. The law is only the minimum standard. When it comes to ethics, who sets the standards, who communicates them, who monitors them and who enforces them? How can local government leaders build and maintain an ethical culture?

**Concurrent Sessions – Choose One  
(10:45-11:45 am)**

**1) Connecting with Local Governments through Performance Audits, Gordon Ruth, Auditor General for Local Government & Marina Makhnach, Director, Performance Audit (President Ballroom, Salon A)**

A short review of the mandate of the office of the Auditor General for Local Government and its objective to assist local governments through performance audits. This session includes addressing how a performance audit differs and is much broader than a financial audit, the benefits from the process, how we communicate with local governments during the audit and a review of the phases involved. We will also discuss how the office receives input from local government on audit topics and the current topics under review. Questions and feedback are welcome and encouraged from participants.

**2) 11 Ways You Can Get the Most from CivicInfo BC's Communication & Information Tools, Todd Pugh, Executive Director, CivicInfo BC Society (President Ballroom, Salon B&C)**

CivicInfo BC ([www.civicinfo.bc.ca](http://www.civicinfo.bc.ca)) is British Columbia's local government information hub, with a mandate to collect and distribute high-quality information resources that support professional excellence, informed decision making, and good governance at the local level.

Those who attend this session will receive 11 tips for using CivicInfo BC's communication and information tools effectively. All participants are guaranteed to learn something new and interesting.

Why 11 tips? Because it makes this presentation one better than a typical Top 10 List!

**Forum Graphic Recorder's Report, Sam Bradd  
(President Ballroom – Salon B&C, 11:45-12:15)**

Sam Bradd provides a graphic summary and wrap-up of our Forum sessions and events with his unique take on the topics and ideas up for discussion: the perfect finale to your LGLA experience.

**Forum Closing, Chair Rhona Martin  
(President Ballroom – Salon B&C, 12:15-12:30)**

LGLA President, Chair Rhona Martin officially closes the 2017 Forum.

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*Updated January 25, 2017*