

Building Credibility in Local Government: After the Election Promise

FIVE WAYS TO BUILD TRUST AND CREDIBILITY

Local Government Leadership Academy
Elected Officials Seminars 2024

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ELECTION PROMISES 15 MONTHS IN

On a scale of 1-10 with 1 being nothing done yet and 10 being all done:

Where are you now?

Where do you want to be at the end of your term?

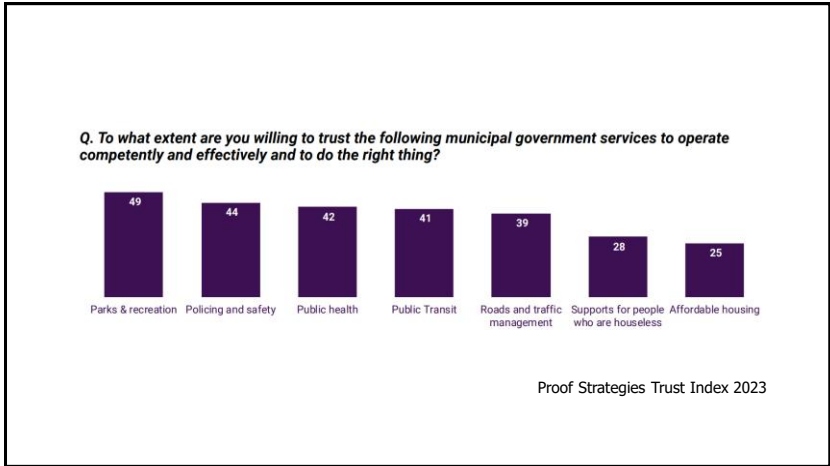
A LITTLE NOTE
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Radisson

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Trust:
The confidence we have in you

Credibility:
Perception of how trustworthy you are

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“Trust happens because of two things: competence and credibility.”

John Salka, Author
Lessons from the New York Fire Department

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HOW DO WE LOSE TRUST

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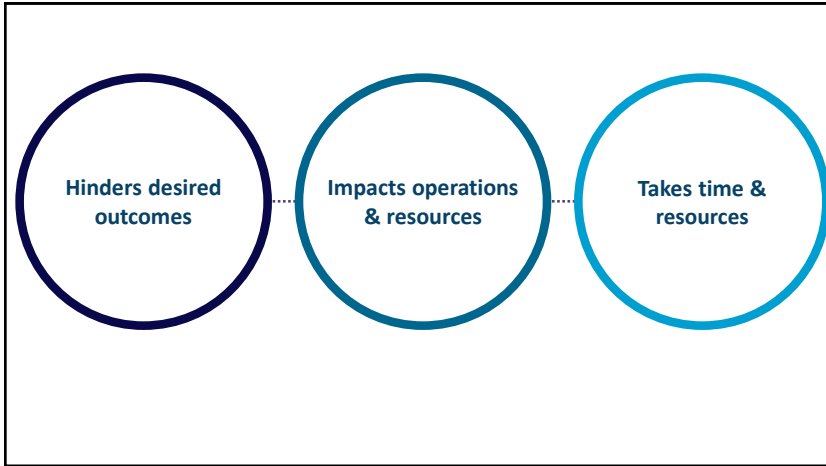
TOP 5 TEAR DOWNS

- #5 Ethical Lapses
- #4 Ignoring Constituent Concerns
- #3 Engaging in Personal Attacks
- #2 Misuse of Public Funds or Resources
- #1 Undermining your own team

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WHAT HAPPENS WHEN WE DON'T HAVE TRUST?

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Time and resources

31% increased time spent dealing with misinformation and trolling

ActiveSocial/PublicSector

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TRUST WILL HELP YOU ACHIEVE YOUR STRATEGIC PRIORITIES

Resilient region Demonstrate Teamwork
 Accessible Manage our assets Collaborate Advocate
Transparent
 Integrity Communication
 Citizen-focussed Welcoming Inclusive
 Excellence in governance Openness

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“Never advance a solution to an issue prior to having public awareness of the issue, or the solution may become the issue”

Frank Leonard, Former Mayor

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HAVE A PLAN FOR SUCCESS

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KNOW YOUR PURPOSE

iap2canada.ca

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PROACTIVE CONSISTENT TWO-WAY

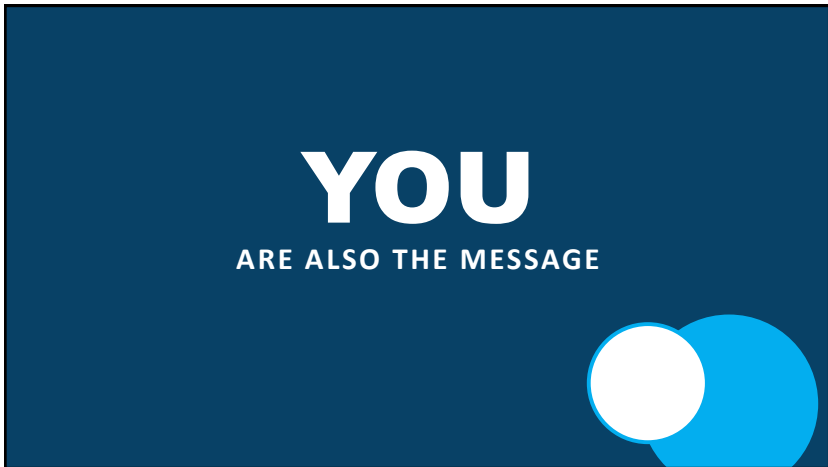
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<p>VISUAL</p> <ul style="list-style-type: none"> • Be attentive • Comfortable stance • Natural hand gestures • Eye contact • Attire 	<p>VERBAL</p> <ul style="list-style-type: none"> • Project! Take a deep breathe, relax voice • Avoid “up speak” • Vary tone and pitch • Match your tone and body language
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“To handle yourself, use your head; to handle others, use your heart.”

Eleanor Roosevelt

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BE ACCURATE
(AS BEST YOU CAN!)

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FOUR MUST-ANSWER QUESTIONS

1. What are you doing?
2. Why?
3. Why better or necessary?
4. What’s the “call to action?”

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BRIDGE TO YOUR TOPIC

Bridge the gap to a new topic or point

“While I don’t have that information, what I can tell you is...”

“While I can’t speak for BC Housing, here’s what I can tell you we’re doing ...”


“Some may see it that way, but here’s what we do know...”

“That’s a good question. Let me check and either I or our CAO will get back to you.”

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HOLDING STATEMENTS

“We are working closely with the RCMP and will provide more information as it becomes available. In the meantime we ask...”



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BE
ACCURATE

- Don’t speculate
- Be careful when speaking for others
- Be careful with personal comments or opinions
- Get help – and key messages!

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“Next to doing the right thing, the most important thing is to let people know you’re doing the right thing.”

John D Rockefeller

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BE NICE - IT'S A SPECTATOR SPORT

- Councillor [redacted] wrote a [detailed blog post outlining the decisions made in the city budget this year](#) then posted it to Reddit where she [proceeded to answer questions from folks there](#). It's nice to see some respectful online engagement between an elected official and the general public talking about actual policy. Very social internet 2009.

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SPEAKING ON BEHALF OF YOUR BOARD OR COUNCIL

Oxford Mail
 News Sport Oxford Utd What's On Business Announcements e-Editions
 News Your Area Crime Opinion

Councillor was not able to speak on our behalf

West Oxfordshire councillors vote for Thames Water motion

[Read More](#)

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SPEAK ABOUT THE ISSUE NOT THE PERSON

BAY TODAY

News Opinion More Obituaries Shop Flyers Classifieds Connect Events

HOME LOCAL NEWS

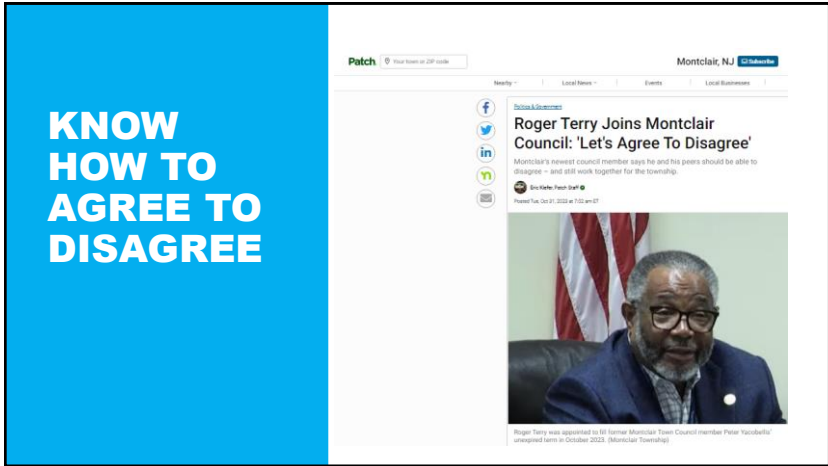
Burton vs Inch social media spat costs taxpayers \$4K

Councillor Sara Inch will not face a financial penalty as she did in a separate Special Integrity Commissioner's decision in October 2023 due IC Guy Giorno is recommending social media training for North Bay City Council

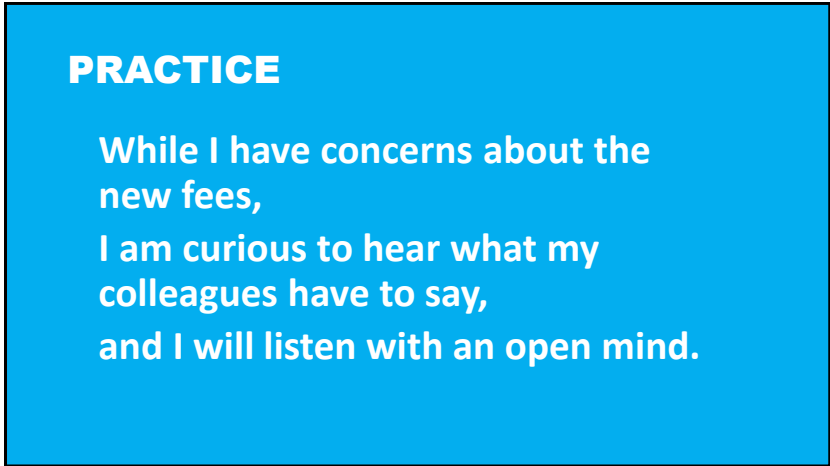
Sara Inch
Jan 10, 2024 4:00 PM
Updated Jan 11, 2024 1:56 PM

North Bay Chair Sara Inch was the subject of an Integrity Commissioner complaint by Councillor George Burton. Bay Today/FILE photos

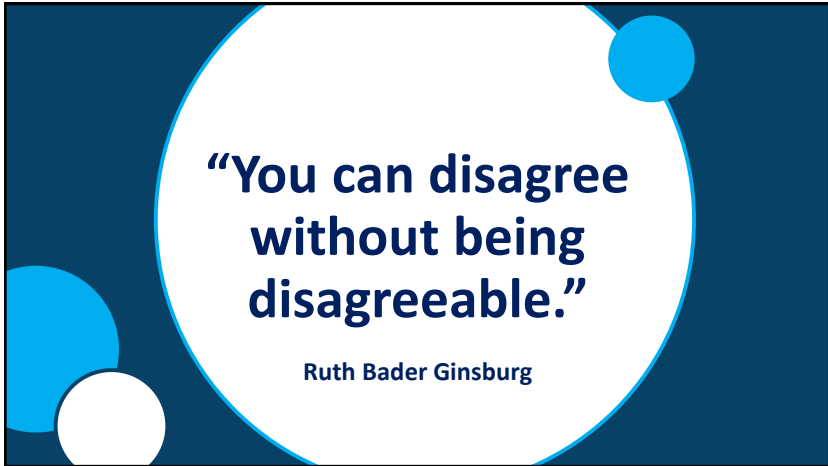
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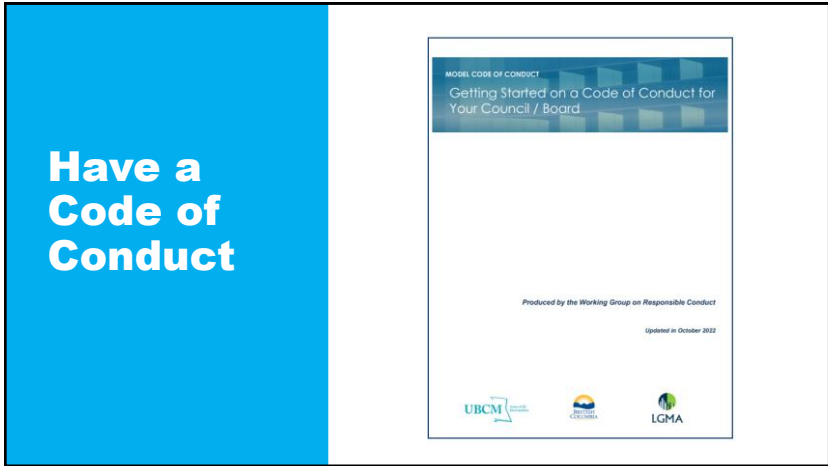
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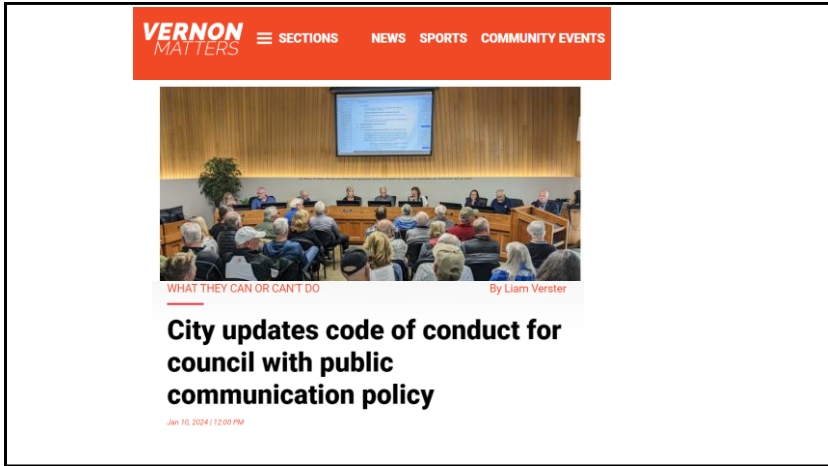
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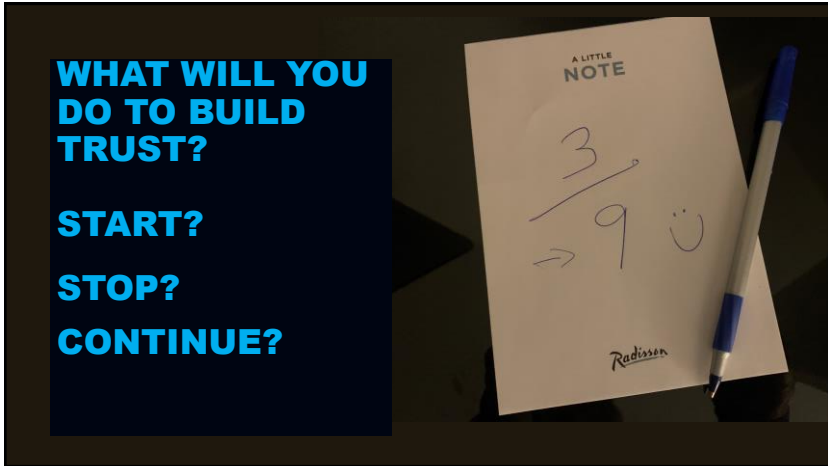
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THANK YOU!
#YouGotThis

For media, messaging & social media workshops for your Council, Board, or staff contact Jan today!
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